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commercial
organisations
on titles in
advertising

MPs to table
new motion
on chemists'
remuneration



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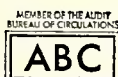
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Comment

Towards a majority view

The next stage in the continuing saga of whether the restricted title "chemist" should be used in advertising, will be for the Pharmaceutical Society to meet those commercial organisations keen to use it. This move was decided at the October Council meeting (p587), which also decided that Unichem be asked to submit copies of proposed future advertising before any further action was taken on its "deliberate contravention" of the code.

Council itself proved equally divided when a vote was taken recently on whether to continue its policy against the use of the title in advertising, and the status quo was maintained only by the president's casting vote. Against such a background, the Society will perhaps defend its position by saying that just over two years ago the branches voted overwhelmingly to uphold the ban.

C&D has always maintained that it is up to the profession itself—not outside organisations—to take decisions on professional matters and accurate assessment of the whole membership's views is essential before changing the profession's policy on this far-reaching issue. Mr W. M. Darling, member of Council, expressed a similar opinion in Lincolnshire recently (C&D, October 1, p491) when he said Council must not "ride roughshod" over the membership if there was to be any change.

Previous attempts to seek the majority view—such as the Council's branch "referendum"—have been criticised as unrepresentative. Two months before the branch representatives' decision in 1975, National Pharmaceutical Union members voted four to one in support of their executive's view that "chemist" should be permitted in advertising non-professional services, but less than half exercised their vote in a postal referendum. At the time we pointed out that the vote fell a long way short of providing the complete answer from the retail sector as it counted the opinion of NPU members whether pharmacists or not and disregarded the pharmacist branch managers, who all have a right to be heard when it is their control which permits use of the title in the first place.

Unichem, in using the words "private chemist" in its current campaign, claims to be reacting to the "grass roots" demands of its own pharmacist members, gleaned through its regional committees. But again, how representative are these demands? Surely, if anyone needs a referendum it is these organisations advocating use of the title. Such a poll could be easily (and fairly cheaply) done, for example, by distributing questionnaires in customers' delivery boxes. If Unichem, etc, believe they are reflecting the majority view, let them produce the evidence. The forthcoming meeting may then be in a better position to judge what pharmacy requires.

Council may still need to go back to the membership before it does sanction any change—perhaps this time those who want change will take a more active part in the debate.

Benn

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Further moves on 'chemist' advertising

The Pharmaceutical Society's Council decided last week to arrange a meeting with those commercial organisations wishing to use the restricted title "chemist" in advertising. The decision arose following meetings with Unichem over its current campaign to promote the private chemist, in which the title is used.

No further details were available from the Society as *C&D* went to press, regarding exactly who would attend the meeting or when the meeting would be held (see Council report p587).

Council also decided to write to Unichem deprecating its contravention of the code but asking to see a copy of proposed future advertising before deciding what further action to take.

On the recommendation of the Ethics Committee Council is to write to the Co-operative Movement expressing its disquiet over recent newspaper advertising for Co-op dividend stamps which included the statement: "Stamps are not available on prescriptions". It was argued that the use of the word "prescriptions" in an advertisement, albeit in the form of an exemption, could be an indirect method of advertising professional and/or dispensing services, and thus be in conflict with the Statement upon Matters of Professional Conduct.

Architects decide not to advertise—yet

The Royal Institute of British Architects' council has decided to rescind a decision which would have allowed architects to advertise their services (*C&D*, July 30).

The decision has been reversed temporarily following strong objections from the profession, but further investigations are to be made and a final decision reached next June. In January, the RIBA council sought architects' advertising views by means of local branch meetings and an article in the profession's journal. So poor was the response, and opinions seemed to be equally divided, that in July the council decided by a small majority to relax the code of conduct. However, according to a RIBA spokesman, there was an immediate outcry with letters of opposition to the president and lobbying of council members. An opinion poll in *Building Design* solicited 3,500 replies (RIBA's UK membership is some 20,000) of which 80 per cent opposed the relaxation. The RIBA council had considered a referendum too expensive.

The spokesman added that a referen-

dum was still unlikely but the profession's views will be sought through its journal and branch structure, culminating in a debate at the annual congress next June.

Oxygen deliveries stopped by industrial action

An industrial dispute involving delivery drivers of British Oxygen Co Ltd is interrupting supplies of oxygen. Cylinders are being filled at all the company's 40 branches in various parts of the country, but the delivery position varies from area to area.

A BOC spokesman told *C&D* at the

time of going to press that there were deliveries in Scotland, but chemists could not collect supplies from hospitals and local BOC branches. In the north, some deliveries were taking place but in London and the south the situation was still fluid. Chemists experiencing difficulties with deliveries should contact their local BOC branch, hospital or wholesaler such as Sangers or Vestric.

BOC request pharmacists not to hoard cylinders in the present difficult situation.

FPN on improved fees for oxygen service

The terms of Oxygen Therapy Service remuneration have been improved permitting payment of a professional fee for an ineffective first delivery of an oxygen set and/or cylinder, and the delivery of a replacement cylinder when the original cylinder is found to be faulty. Copies of FPN 159, which sets out the amendments to Part VII of the Drug Tariff, will be sent to all pharmacies by Family Practitioner Committees.

Older women and smokers at risk with 'pill'

The risk of death from circulatory disease is five times greater in women who use oral contraceptives and in ex-users.

These are the findings of two studies published in *The Lancet* last week, one by the Royal College of General Practitioners and one by workers in Oxford. The total mortality-rate in women who had ever used the "pill" was increased by 40 per cent and this was due to an increase in deaths from circulatory diseases of 1 per 5,000 ever-users per year. The excess was substantially greater than the death-rate from complications of pregnancy in the controls.

Although previous studies had shown an increased risk of death from myocardial infarction, pulmonary embolism and cerebrovascular disease, they had not shown the risk of the wider spectrum of circulatory diseases indicated in these studies. In particular nine deaths from subarachnoid haemorrhage were recorded in oral contraceptive users compared with none in the controls. Nor did previous studies show the risk to women who no longer used oral contraceptives.

Advice to patients

The Committee on Safety of Medicines has sent a letter to all doctors saying that the numbers in the studies are too small to allow precise conclusions to be reached about the overall risk of using oral contraceptives or any residual risk which may remain from previous use. It adds that during the studies major changes have occurred in the composition of oral contraceptives, notably a progressive reduction in their oestrogen content. In the

CSM's view the present studies do not indicate the necessity for any change in the warnings and precautions except to emphasise the importance of the increased risk to women in the late age group, especially those who smoke.

In a letter in the same issue of *The Lancet* the presidents of the Royal College of General Practitioners and of the Royal College of Obstetricians and Gynaecologists set out their recommendations. For women under 30 years of age, the letter says there is no evidence to justify recommending any change but it would be wise to emphasise the general advantage of stopping smoking. Assuming a gradually increasing risk up to 35 years of age it says women aged 30 to 35 who have used the "pill" continuously for more than five years and smoke should reconsider their use of the "pill." If they stopped smoking it would probably be reasonable for them to continue this method of contraception.

In women over 35 there may be circumstances where they would accept the additional risks involved and continue to use the "pill." However the letter says it would be wise for all oral contraceptive users over 35 years of age to reconsider their method of contraception. But it is pointed out that as the "pill" takes several years to affect the cardiovascular system there is no advantage in making any sudden change.

An editorial in *The Lancet* notes that the additional risk factors—smoking, obesity, hypertension, diabetes—may combine with oral contraceptive medication in a synergistic rather than an additive manner in certain circumstances.

New date for Part III implementation

The date now proposed for implementation of Part III of the Medicines Act is February 1, 1978. As *C&D* went to press the Department of Health issued amendments to proposed statutory instruments.

Under the proposed Medicine (Prescription Only) Order 1977, the exemptions for emergency supply have been amended to provide that only a sufficient quantity of the prescription only medicine for three days' treatment is sold or supplied unless the period includes a bank holiday, Good Friday or Christmas Day, when five days may be sold or supplied. The pharmacist must also make an entry in the appropriate register. The medicine must be labelled "Emergency supply".

Brighter outlook for funding medical research

According to the annual report for April 1976 to March 1977, the Medical Research Council had a difficult year. However, it was stated at a Press conference on Monday to mark the publication of the report that the outlook for funding new medical research is becoming brighter. There now seems to be a real prospect of greater financial stability, and the Council is cautiously optimistic about its ability to increase the value of awards, particularly for short-term (project) grants. As regards long-term (programme) grants, universities have been advised that new proposals can now be considered.

Among research projects initiated in the last year is an investigation at the University of Dundee on drug metabolism in the elderly, a topic given high priority by the Council. The new programme aims to clarify the influence of the ageing process on the efficacy and toxicity of drugs, in particular, drugs acting on the central nervous system and on the cardiovascular system and oral hypoglycaemic agents.

In the field of reproductive biology, the report states that while the acceptability of oral contraceptives could be improved, it is important to pursue new approaches to contraception. One such approach being investigated at the reproductive biology unit is immunisation against the beta-subunit of human chorionic gonadotrophin, which has proved extremely successful in monkeys and could find application in women.

Mr Edward Backhouse (second from right) receiving the Paris Cup and Master Golfer of the Year Trophy from Mr Derek Searle (second from left), sunglasses sales manager of Polaroid (UK) Ltd, and Mr Vernon Powell (right) of Vernon Powell Ltd at the final meeting of the South London and Surrey Pharmacists Golfing Society. Looking on is the society's captain



Mr David Deighton (left). Each member of the club was given a short history of the society, which was formed in 1954, and a copy of a reprint of the cartoons of members in the April 1, 1961, issue of *C&D* drawn by Mr W. K. Hutson ("Hut") who died earlier this year

35-hour week with reduced workload for GPs?

A 35-hour notional working week, six-weeks' holiday extended to eight when a National Locum and Deputising Service is established, and a reduced patient-list to 2,000 without loss of remuneration, are among the aims of the Medical Practitioners' Union for its members.

Describing its GP charter in *Medical World* (an ASTMS publication) MPU says the concept of contractual responsibility for 24 hours a day, 365 days a year is unrealistic, out of date and rejected by the majority of GPs. A new standard is needed which will serve the best interests of the public and that of the doctors. MPU policy is that this should be based on 35 hours notional work in an area of average morbidity. That would help ensure the GP is at all times during his working day capable of giving his best service to the patient. Income would cover basic general medical services for a list of 2,000 patients. MPU proposes that the "average net income" system be abolished.

On the drug industry MPU says the cost of drugs to the NHS is unreasonably high and could be reduced by sensible prescribing and reducing waste, and cutting down excessive profits being made by a

number of drug firms. The right of the doctor to prescribe what he thinks is necessary is supported but prescribing patterns could be improved by adequate undergraduate education. Generic names should be used and ultimately MPU sees no reason why the drug industry should not be nationalised.

August sales up 16pc

Retail sales by chemists and photographic goods dealers were 14 per cent higher during August than in the same month last year, according to Department of Industry statistics. The new sales index for all chemists was 247 (1971=100) while that of all types of business was 228, an increase of 16 per cent. Independent pharmacies' sales rose 10 per cent to an index of 213 whereas independent retailers generally had an 11 per cent increase to 204. NHS receipts are excluded.

Price Commission meeting

The Pharmaceutical Society's secretary and registrar, Mr D. F. Lewis, met the Price Commission on Tuesday to discuss the Commission's examination of proprietary medicines. He told *C&D* after the meeting that it was "purely exploratory".

ABPI medical director favours drug monitoring by PPA

The most feasible scheme for monitoring new drugs would be one involving the Prescription Pricing Authority, believes Dr A. Wilson, medical director, Association of the British Pharmaceutical Industry.

Discussing various schemes in this week's *British Medical Journal*, Dr Wilson suggests that the PPA should extract from all FP10s for new drugs basic information such as name and address of doctor and patient, name, dose and quantity of prescribed medicine, and send it to a central agency. This agency could follow-up treated patients if a suspicion of a serious side-effect arose. Otherwise, the agency, at regular intervals and after an appropriate volume of patient use, could send

out a questionnaire to the prescribing doctors and the information obtained analysed to identify any drug-related effect. The findings could then be relayed to the drug manufacturer.

Dr Wilson points out that, although the scheme would require no new legislation, the views and support of all those likely to be affected must be obtained. He suggests one or more pilot schemes to assess feasibility, relevance and cost-effectiveness.

A suggestion has been made that the present yellow card reporting system could be made more useful if the information on the cards was given to the manufacturers unless expressly forbidden by the prescribing doctor.

MPs to table new motion on remuneration

Members of Parliament have agreed to renew their support for improved remuneration for pharmacists and will table another early-day motion when Parliament resumes.

The Pharmaceutical Society's head of publicity, Miss Maureen Tomison, has found much confusion among MPs and Ministers who believed, from reading reports in the national Press, that pharmacists had accepted Mr David Ennals' offer at the Local Pharmaceutical Committee conference on October 2. Miss Tomison assured the MPs she met at the Labour Party conference last week that this was not the case—pharmacists had accepted the principle of a differential on-cost but intended to pursue their case for improved remuneration overall. She was to attend the Conservative Party conference this week and expected to find a similar degree of support for an early day motion.

During the last Parliamentary session nearly 250 MPs signed an early-day motion calling for a debate on pharmacists' remuneration. The debate was eventually introduced under the Consolidated Fund (Appropriation) Bill on July 28 (C&D, August 6, p 196) when it was said no other motion that session had received such complete support from all parties.

Tory's plan to help small businesses

The Conservative central office has published a pamphlet "Small business, big future" with suggestions by a policy group on small businesses and the self-employed. Sir Keith Joseph, in the foreword, says the Conservatives aim to recreate a climate in which businesses are able and expected to flourish.

Recommendations by the group include a cut in all rates of income tax; a rise in tax thresholds; a single rate of VAT; and transfer of the burden of tax from earnings to spending. The group would also like to see the threshold for compulsory VAT registration raised to £10,000 and capital tax reliefs for businesses passed on within the family.

The amount of time taken up by con-

Mr J. Pilkington, MPS (left), of L. Todd, Cleveleys, Blackpool, being presented with the first prize in the Old Spice 20th anniversary display competition by Mr Boyd Scott-Brown, regional manager of Shulton (GB) Ltd. This is the second time Mr Pilkington has won first prize in the Old Spice competition



trols, regulations and questionnaires is suffocating enterprise and initiative, says the policy group and to lessen this burden it suggests that employment protection regulations should be less severe on the small employer. Also local planning procedures should be prompt and fair to small businesses. The group would like to see the self-employed with the same pension rights as employees. Copies (£0.20) from Conservative central office, 32 Smith Square, London SW1P 3HH.

Pledge to raise VAT

In the document "The right approach to the economy" issued by the Conservative Party on the eve of the annual conference, it is stated that a future Tory Government would tend to switch to "expenditure taxes". Income tax would be reduced by lowering the basic rate, raising thresholds, etc, and the resulting loss of revenue would be made good by increased value added tax and excise duties.

Inquiry into consumer protection turned down

Retailers' concern at the cost of implementing consumer protection legislation and the effect it would have on shop prices was expressed recently to Mr John Fraser, Minister for Prices and Consumer Protection. The Retail Consortium pressed the Minister to set up an inquiry into the real benefit to consumers of the numerous Government consumer protection measures, including a number of EEC draft Directives. He was also told about inconsistencies in enforcement.

Mr Fraser accepted the need to achieve greater consistency in enforcement by strengthening his Department's links with enforcement agencies but did not accept the proposal to set up a national inquiry.

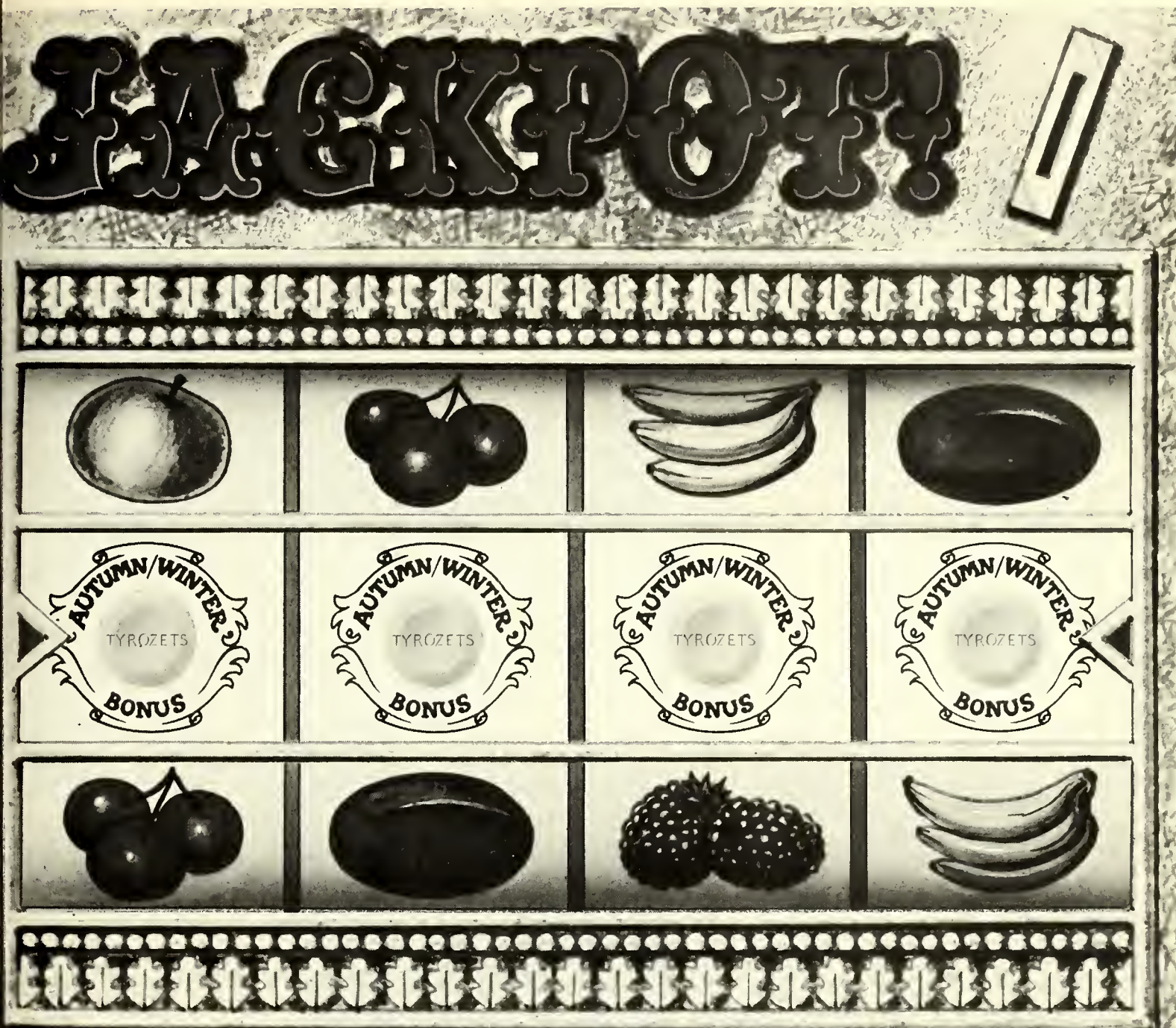
Addressing a recent conference on product safety and liability for defects, Mr Fraser said one of his criticisms of the Consumer Protection Act 1961 was that however dangerous a product may be, no offence was committed under the Act unless the particular hazard was covered by regulations relating to the particular class of goods concerned. One of the major reforms he proposed would be the introduction of a statutory duty, imposed on those who introduced goods on to the market—manufacturers, importers or suppliers of "own brand" products—to ensure, so far as reasonably practicable, that the goods were safe and without risk to health when properly used. Breach of the duty would be a criminal offence. Precedent was in Section 6 of the Health and Safety at Work Act 1974 and he proposed

to widen the concept to include consumer goods. A further duty he was considering, he said, was to make it an offence for any person who services goods in the course of business to render them unsafe.

Suggestions that British courts might award compensation of American proportions if consumers were killed or injured by faulty products were described as "absolute nonsense" by Mr Gordon Borrie, Director general of Fair Trading. Mr Borrie said that because both a draft EEC Directive and a Law Commission report had suggested making manufacturers liable—irrespective of negligence—when their defective products killed or injured, a false atmosphere of panic was being injected into the British commercial scene, sometimes by reputable trade organisations.

Juries did not award damages in British courts in this kind of case—judges did that, and they worked to well-tried, sensible guidelines. Also, financial compensation awarded in American courts had always exceeded that in British courts.

Mr Borrie also expressed concern that the recent report of the Law Commission did not give consumers sufficient protection against manufacturers who produced defective goods. He said the Commission had restricted itself to suggesting that manufacturers should be legally liable for death or injury caused by faulty products but the arguments applied just as much where a product caused damage to property or financial loss.



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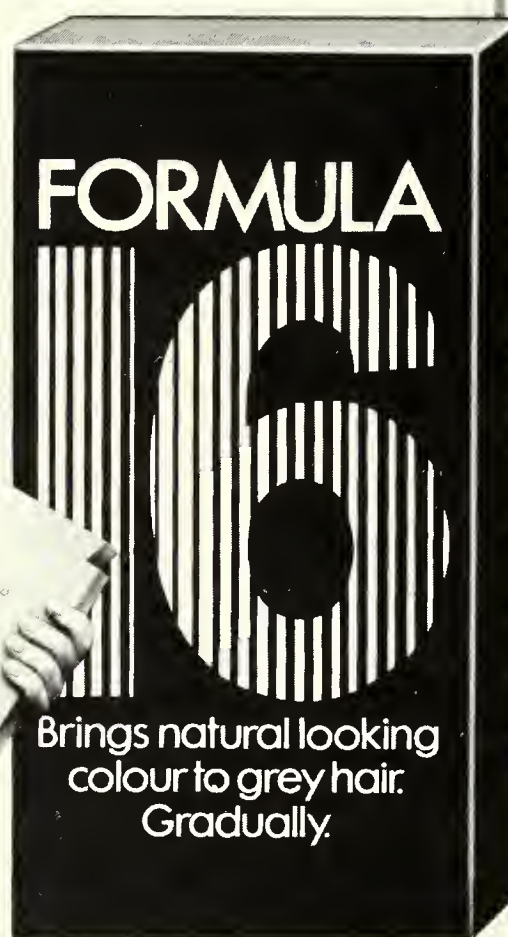
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People



Mr J. A. Williams MPS, Hove, Sussex, has won the Unichem trophy and replica and the Colgate Palmolive first prize of a set of Gary Player woods in the Unichem-Colgate pharmacist golfer of the year tournament. He plays off a 13 handicap and is a member of the South London and Surrey Pharmacists Golfing Society and a Unichem member.

News in brief

- The sale of all products taken orally to promote tanning of the skin has been banned in Belgium.
- The Scottish pharmacists' conference is to be held at the Gantock Hotel, Gourrock November 5-6, and not as previously stated (*C&D*, October 1, p466).
- Chemists and appliance suppliers in Northern Ireland dispensed during July 383,921 prescriptions (548,399 forms) at a cost of £1,927,525 representing a cost per prescription of £2.18.
- A brochure, "Your guide to our business services", is available, free, from Williams & Glyn's branches or direct from: marketing department, Williams & Glyn's Bank, New London Bridge House, 25 London Bridge Street, London SE19 6SX. It details the services available to small and medium business customers.
- After April 1, 1978 the use of tartrazine (FDC Yellow No 5) will not be permitted in Israel in medicines for internal use because of its tendency to cause allergic reactions. In exceptional cases importers or producers may apply for special approval to continue marketing pre-

Topical reflections

BY XRAYSER

The meeting

The final commentary on the meeting of Local Pharmaceutical Committees held at Lambeth on October 2, is revealed in your correspondence columns on p539. The first two letters seem to reflect the division in the ranks that emerged from the discussion of the proposals before the contractors. It had been hinted in advance that there were differences of opinion, and they were revealed strongly, if not always with clarity. You charge the Pharmaceutical Services Negotiating Committee with presenting the meeting with resolutions from the platform which they had too little time to consider and digest. Matters of such moment should have been circulated in advance, and it seems that that was the opinion of many who were present.

Mr J. Kerr, of Newcastle, was probably correct when he thought that contractors were not in a position to judge the issues—the experts had to decide. Who are the experts? It would seem those who, for weeks, have been living and breathing nothing but the problems, day and night, namely the members of Committee. And even they do not appear to have been in complete harmony, for Mr G. Urwin, Northumberland, a member of PSNC, blamed his own committee for "leading members up the garden path and running away as soon as the dog barked." He may have felt that way; he may have expressed the view in committee, but I question the propriety of such a contribution before a full meeting of the local committees.

But when the day came to a close there was a degree of agreement, though the PSNC failed to secure overwhelming support as to the direction in which it tried to lead. Perhaps the simplest summary of the day's work is to be found in your italicised paragraph on p508.

Forward

I am a little confused by some of the decisions. Mr R. Worby, from the chair, put the resolution asking Conference to authorise PSNC to refer to arbitration its claim for an increase in percentage profit on capital employed. I take it that negotiations are still proceeding and that in the event of a failure to secure agreement the Committee, armed with the consent of the members, will request arbitration. But from a reading of the report I am not clear that arbitration will automatically be granted. If it is, it must be borne in mind that the findings, palatable or not, are binding. That brought the meeting to accepting a resolution that the PSNC investigate the benefits likely to arise from becoming registered as a trade union. The proposer, Mr G. Urwin, said that the battle was being lost by adhering to ethical standards in negotiation. In commenting, Mr A. J. Smith, chief executive of PSNC, pointed out that all employees would be eligible to join as well as contractors. I am not clear if that refers only to pharmacist employees or whether it embraces the whole staff employed in each pharmacy.

But there was another meeting on Tuesday in which Mr Smith stated that the most effective sanction pharmacist contractors could take against the Government would be to send signed, undated resignations to the PSNC and to have confidence in the Committee to use them at the appropriate time. Such a sanction, he said, would exert pressure without showing PSNC's hand. In view of the confusion at last Sunday's meeting in regard to the issues to be resolved, it is perhaps expecting a good deal of contractors to ask them to hand over a blank cheque for use on an unstated issue at a time thought by the Committee to be appropriate.

parations containing tartrazine after April.

- This academic year marks the fiftieth anniversary of the foundation of a school of pharmacy at Bradford. It is proposed to mark the occasion by a guest lecture by Dr D. Jack, Allen and Hanburys Research

Ltd, on January 25, 1978. After a buffet supper the laboratories of the school will be open for inspection. Those interested should contact the administrative secretary, school of pharmacy, University of Bradford, Bradford, West Yorks.

New products

Cosmetics and toiletries

Germaine Monteil ampoules

Germaine Monteil's products Bio Miracle and Super Royal are now available in ampoule form. The company says it is possible to enclose in an ampoule five times the ingredients which can be incorporated in a cream or lotion (the latter, they say, have to be heated leading to loss of activity). After cleansing the skin, users should break the ampoule and empty the contents into a saucer applying it to the face with the fingertips without massaging in. After leaving for ten minutes the appropriate cream should be used as well. Boxes of three (£4.95) and nine (£9.95) of either ampoule are available. The company has also introduced three shades of the colour creme blush in a powder form (£3.25) and has added super moist cream bronze (£4.50), a creamy moisturiser which protects and nourishes the skin while giving a bronze tint for "a little extra glow". The company says the product can be used overnight to "do away with the dreaded, pallid no-make-up look" while protecting and nourishing (Germaine Monteil, 33 Old Bond Street, London).

Elizabeth Arden masks

Elizabeth Arden are introducing two new face packs which will be available for sale from November 1. Moisturising orange mask (£3.25) is for skins which need extra cossetting, says the company, or for skins which show tell tale signs of a long day, while the deep cleansing cucumber mask (£3.25) brightens complexions that tend to look dull or sallow (Elizabeth Arden, 76 Grosvenor Street, London W1).

Oral Hygiene

Dental flossing aid

Floss-a-matic (£1.88), is a dental flossing instrument containing a six-month's supply of unwaxed nylon floss. By holding the dispenser firmly, and guiding the floss between the teeth, the difficulties with

conventional flossing are eliminated, say the distributors. A tension brake keeps the nylon from unravelling when advancing, and a tension lock holds it taut for thorough cleaning between the teeth. The dispenser is available in stainless steel and plastic and is claimed not to corrode. Refills (£0.48) are available (distributed by Stanmore Marketing, Green Verges, Priory Drive, Stanmore, Middlesex).

Over-the-counter medicinals

Sun 'n Sea capsules

Sun 'n Sea cod liver oil capsules (50 capsules, £0.38) have been introduced by Cupal Ltd. Each capsule contains cod liver oil BP 275mg and there is a recommended dose of three capsules daily for adults and two capsules for children. The company says the product has sold successfully overseas (Cupal Ltd, King Street, Blackburn, Lancs).

Prescription specialities

DOBUTREX injection

Manufacturer Eli Lilly & Co Ltd, Telford Road, Basingstoke, Hants

Description 5ml ampoules containing 250mg dobutamine as the hydrochloride as a liquid concentrate

Indications Adults needing inotropic support in treatment of heart failure associated with myocardial infarction, open-heart surgery, cardiomyopathies

Packs 10 ampoules (£5.82 trade)

Supply restrictions Anticipated prescription only

Issued October 1977

Further details next week

NALCROM capsules

Manufacturer Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics

Description Clear hard gelatin capsule printed "Fisons 101" in black containing 100mg sodium cromoglycate

Indications An adjuvant in the treatment of ulcerative colitis, proctitis and proctocolitis. Sodium cromoglycate is considered to exert a stabilising effect upon mast cells capable of releasing mediators, thus preventing the local inflammatory

reaction in the gastro-intestinal tract
Dosage *Adults*—two capsules four times daily. *Children 2-14 years*—one capsule four times daily. Not to be used for children under two years. The capsules may be swallowed whole or the powder contents may be dissolved in 20 to 30ml water and swallowed

Side effects Nausea has been reported in a few cases

Notes May be used in conjunction with steroid therapy and sulphasalazine in the treatment of acute relapses of proctocolitis and in maintaining remissions. Steroid therapy is to be reduced or withdrawn should be done cautiously. May be used in patients with a history of hypersensitivity to or intolerance of sulphasalazine. Dosages of 2,000mg daily have been used in some cases of proctocolitis

Storage In a dry place

Packs 100 capsules (£17.14 trade)

Supply restrictions Medicines (Interim Prescription Only) order

Issued October 1977

VENTOLIN ROTACAPS

Manufacturer Allen & Hanburys Ltd, Bethnal Green, London E2 6LA

Description Light blue/colourless gelatin cartridges contain microfinned salbutamol 200 mcg (as sulphate) marked "Ventolin 200"; dark blue/colourless cartridges contain salbutamol 400 mcg and marked "Ventolin 400"

Indications An alternative form of salbutamol to Ventolin inhaler especially for patients unable to use pressurised inhaler effectively or who might use them unwisely. Indications as for Ventolin inhaler

Contraindications Not to be used for threatened abortion during first or second trimesters

Dosage By inhalation only *Adults*—For relief of acute bronchospasm or managing intermittent episodes of asthma 200 mcg or 400 mcg as single dose. Recommended dose for chronic maintenance or prophylactic therapy, 400 mcg three or four times daily. To prevent exercise-induced bronchospasm, 400 mcg before exertion. *Children*—Relief of acute bronchospasm, management of episodic asthma, before exercise, 200 mcg. Maintenance or prophylactic therapy 200 mcg three or four times daily

Precautions As for Ventolin inhaler

Notes Ventolin Rotacaps are for use in the Ventolin Rotahaler. But the Rotahaler is classified as an appliance and will not be prescribable on an FP10 until formally included in Part IV of the Drug Tariff. The Rotahalers will be provided free by representatives or by post and the medical and pharmaceutical professions are requested to ensure that patients are provided with a Rotahaler

Packs 100 cartridges (200 mcg £2.96; 400 mcg £4 trade)

Supply restrictions P1, S4B

Issued October 1977



Night-Nurse

-backed to win again

Backed on T.V. nationwide with a £½m spend and running throughout the winter, new commercials underline the personality, the appeal that have made Night-nurse first favourite among night-time cold remedies.

ON TV NOW!



A scene from the new Night-nurse commercial.

and again...

Backed on your counter with a striking new dispenser designed to prompt demand, speed sales. Make sure of your share in this £1.5m market. Stock and display Night-nurse – you'll be backing the winner.



night nurse

the winning night-time cold treatment.



Trade News

Virol relaunch this winter

Virol, the malt extract based vitamin food supplement for children, is being relaunched with "trial offer" packs and Press and radio advertising.

Well known to chemists and mothers for over 75 years, Virol is now under new management who say they are determined to give the product the marketing support it has been lacking in recent years. The new chairman of Virol Ltd, Michael Harrison, says: "Even without proper marketing and advertising effort Virol has continued to do well over the years because of the support it has had from over 80 per cent of chemists and the continuing loyalty of mothers. We believe that with the increasing cost of school meals, etc, Virol is needed more than ever to help mothers give their children adequate nutrition, and our advertising and promotion programme will emphasise the great value of Virol to today's mothers".

Special "trial offer" packs as well as the regular 250gm and 500gm sizes will be available from wholesalers this month. Jenks Bros Foods Ltd, High Wycombe, have been appointed exclusive UK distributors to chemist wholesalers.

Ceporex suspension

Ceporex suspensions 125mg and 250mg (100ml £1.35, £2.65) have been added to the Ceporex range by Glaxo Laboratories Ltd, Greenford, Middlesex. The suspension is a ready-prepared banana-flavoured preparation containing 125mg or 250mg cephalexin per 5ml.

Shulton's Christmas campaign

Shulton (Great Britain) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW, are spending £550,000 on Old Spice for their Christmas advertising. A new television commercial will be screened from November 1 to December 23 which features the music of Carmina Burana. £300,000 will be spent on screening the new "Get-it-on" commercial for Blue Stratos between November 7 and December 23 and for the first time ever on British television the company is advertising Nina Ricci's L'air du temps. They are spending £55,000, and the advertisement will appear between December 10 and December 23 in the London and Scotland television areas only.

Alka-seltzer display

Miles Laboratories Ltd, Stoke Court, Stoke Poges, Bucks, the makers of Alka-Seltzer, are giving away a record card to



encourage mothers to keep a record of their child's immunisations, illnesses and general medical history. They are displayed in a new counter display unit which also holds eight small and three large packs of Alka-Seltzer.

Night-nurse commercial

Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex, are televising a new Night-nurse commercial throughout the winter and are backing their £1½m advertising spend with a new counter dispenser designed, they say, to prompt demand and speed sales.

Earth Born discounts

Earth Born shampoo launched by Gillette personal care division, Great West Road, Isleworth, Middlesex, earlier this year is aiming to strengthen its market position over the next few months. In the six months since its launch it has taken a 6.5 per cent share of the market through chemists, says the company.

In their effort to establish the brand as a market leader in less than one year Gillette are now stepping up the campaign with a planned programme of price discounts offered to the trade in order to make the product even more price competitive. Brand manager Geoffrey Lamb commented, "The discounts will be tailor-made to suit all outlets. The product has already made a huge impact on the market. Our sales force is increasing distribution of Earth Born daily and we expect our market share to increase rapidly."

Nielsen data access

A. C. Nielson Co Ltd, Nielson House, Headington, Oxford OX3 9RX, have launched a new service designed to give clients fast access to their marketing information. Called "Nielsen Sabine" the service comes to Britain after being launched in Germany and France; its purpose, they say, is to provide quick, low-cost answers to specific marketing problems. The information is obtained using a flexible computer system which can cross-tabulate Nielsen data from a

bank of up to two years data. Typical questions which could be answered this way are—"What influence does a new size or flavour have on a brand? How old is the stock in the trade? How do sales react to a trade deal?" or, "What's the effect of a new brand launch on the market?" Nielsen feel that in today's economic climate more and more people need the answers to specific questions in a hurry.

Spotlight on the trade Press

The extent to which businessmen in Britain rely upon trade and technical journals for information is revealed in an attitude survey which shows that nine out of 10 chief executives interviewed described the trade Press as the most authoritative source of information on their industries. The majority among nearly 200 top executives in a wide range of companies are reading as many as five journals, with much of their reading being done at home.

This is part of the picture that emerged when Benn Publications, publishers of C&D, initiated the first detailed research into attitudes towards this medium, the overall circulation of which is increasing at a time when other Press sectors are struggling to keep readers. Copies of "The trade press in Britain" are available free from Benn Publications Ltd, 25 New Street Square, London EC4A 3JA.

Sven on skis

Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP, are taking a stand at this year's *Daily Mail* International Ski Show to promote Sven products. The show will be held at Olympia from October 22-30 and will include a non-stop programme of events on a large indoor artificial ski slope. Yardley's stand will feature the "Mogulslope" ski trainer. Visitors put on boots and skis, don headphones for the instructions and then step onto a moving belt. For a small fee they can have a ten minute session on the Mogulslope and Yardley will give them a free pack of Sven after shave.

Yellow Pages retailer handbook

Yellow Pages, 53 George Row, London SE16 4UQ, have produced a free booklet to help retailers find out where to turn for expert help. It is called the "Yellow Pages retailer handbook" and looks at a wide spectrum of retailers' responsibilities, from the layout and appearance of the shop interior and exterior to business promotions, security and office systems. Each section explains which headings in local Yellow Pages directories will put subscribers in touch with the right people. To obtain a free copy send a 9p stamp, to cover postage, to the above address.

Modo film offer

An 8mm movie projector which can show films either on its own built-in screen or on a wall, is the latest offer being made on

Continued on p562

Make money in style. Another great product from Braun.

The Braun Round-Styler Set.

A development of the highly successful Braun Round-Styler, the Round-Styler Set has three extra styling attachments, making five in all.

Three brushes, comb and curling tong.

Styling hair has never been so fast, or so easy. What's more, the Braun Round-Styler

Set makes an ideal gift.

Which is another good reason to stock up now, with Christmas coming on.

And profit from a little style.



BRAUN

There's a lot coming off for Napcolour dealers!

SUPER NEW GIFT IDEAS



Napcolour Dealers are assured of **EXTRA PROFITS** this Christmas from an exciting consumer promotion featuring their successful new photographic product range. The promotion will be in the form of a "money-off" voucher campaign and is available through all Napcolour Laboratories throughout England and Wales.

Plus FREE Christmas card promotion



Photographs are now widely used to personalise greetings cards and an exclusively designed Christmas card will be given away by Napcolour Dealers to boost their reprint business.

Both promotions are backed by eye-catching, full colour display material.

10p OFF 6 Photo Coasters.	60p OFF 6 Photo Table Mats	40p OFF Master Prints on Canvas	20p OFF Super Jigsaw.	20p OFF Silkline Enlargements
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For further details contact: Hal Briscoe, Director of Sales, Napcolour Ltd. 76 Lower Bridge St. Chester Tel. 0244 46261
Laboratories throughout England and Wales

Trade News

Continued from p560

Daffodil kitchen towels by Modo Consumer Products, Modo House, Chichester Street, Chester CH1 4BP. It is the mains powered Lamy cartridge loading Super 8 model which features a 6in television style screen onto which continuous loop film is back projected. Modo are offering the product plus one film for £25. Additional films can be bought for £4.50 each. A choice of three films is available—the Royal Silver Jubilee celebrations, the Manchester United-Liverpool FA Cup Final or a Bugs Bunny cartoon. Further films will be made available, a list of which will be sent to applicants. The offer will be available on special packs.

The 8mm films are also available to purchasers of Daffodil toilet tissue in an on-pack promotion. They would normally retail at £15 each for the sound version or £9 in silent form. Applied for with proof of purchase of Daffodil toilet rolls the films will cost £9 and £6.50 respectively. New packs carrying the offer will be appearing in-store during the month.

First sanpro promotion

The first promotional activity on sanpro products to follow the joint venture between Bowater-Scott Corporation Ltd, 68 Knightsbridge, London SW1X 7LR, and Molnlycke AB of Gothenberg (see also Appointments) is to be a money-off offer on packs of Libresse and Pennywise sanitary towels.

The Libresse offer will be 5p off 10s and 10p off 20 packs. The packs will be marked: "At least 5p-off (or 10p-off) recommended price", so no 10 pack should retail at more than £0.30 and no 20 pack at more £0.58.

Pennywise is also on promotion at this time. The on-pack flashes will say: "Not more than 24p per 10 pack".

Label brochures

Their latest brochures on labels and labelling systems are available from W. Sessions Ltd, The Ebor Press, York.

Kodak for Christmas

Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU, will be making available two of their Instamatic cameras, the model 77-X (£12.90) and the pocket-sized model 130 (£18.80), available in Christmas presentation packs. Each camera comes with a 12 exposure Kodacolor II film, two Magicubes, a soft carrying pouch, wrist strap and instruction leaflet. An extra addition is an illustrated booklet of

picture-taking tips designed to help the consumer make the most of his camera.

Free diary with Falcon

The latest promotion from Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD, for Falcon men's hairspray offers a pocket planner diary. This slim black diary, which incorporates cash and credit card pockets, is available for two special collars from Falcon packs and includes not only a selection of the cocktails prepared for London's Penthouse Club by head barman, Franco, but also full colour photographs of 12 Penthouse Pets. Additionally the diary entitles recipients to full membership of the Penthouse Club at a 50 per cent reduction.

Tinaderm change

Glaxo Laboratories Ltd and Warwick Pharmaceuticals Ltd jointly say that with effect from November 1, responsibility for Tinaderm cream and powder will be taken over by Warwick Pharmaceuticals Ltd, PO Box 400, Ellesfield Avenue, Southern Industrial Estate, Bracknell, Berks. Distribution of Tinaderm preparations to chemists and hospitals will continue through wholesalers.

Right Guard boost

Gillette's personal care division, Great West Road, Isleworth, Middlesex, are planning a series of price discounts to the trade on Right Guard. In the two months since the launch of the Double Protection roll on the company says it has sold 70 per cent of the sales target forecast for the year. "The demand from consumers and the trade has been tremendous," comments Geoffrey Lamb, the product's brand manager. "We introduced the roll on with an on-pack T shirt offer... the offer has had a fantastic 25 per cent redemption rate".

Sweet Sue distribution

The Sweet Sue range of low-priced gifts, which up till now has been distributed by a national distribution company will now be available from the following regional distributors: South and Midlands from Vernon Powell Ltd, Verona House, 54 Selsdon Road, South Croydon, Surrey; north east from Northern Pharmaceuticals Ltd, Galen House, Grattan Road, Bradford; north west from Greenheys Sundries Ltd, Nelson Street, Widnes; and Scotland from Fernan (Sundries) Ltd, Cunningham Road, Spring-

kerse Estate, Stirling FK7 7SW. The range is marketed by Carella International Ltd, 60 Shanganagh Vale, Loughlinstown, Co Dublin, Ireland.

Vetalar batch rejected

Parke, Davis & Co, Usk Road, Pontypool, Gwent, apologise for the fact that they are unable to supply Vetalar 5ml. Problems with the components supplied and the raw material resulted in the whole batch being rejected by their quality assurance department. Fresh material has now been obtained and if there are no further problems stock will be available at the end of October.

Temperature check strip

The Fever-tester, a quick visual guide for checking temperature (£0.79), is distributed by Global Pharmaceuticals, 62 Kenilworth Road, Edgware, Middlesex. It is a strip of plastic with micro-encapsulated liquid crystals that change colour with temperature. The strip, when placed on the forehead, tells whether the temperature is normal or above normal.

Bonus on face cloths

Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland are offering 12 lines of face cloths at 15 per cent discount, from mid-month. The company also adds that the 1978 range of face cloths will comprise 36 designs at "inflation beating prices".

Payot's address

The address for Payot of Paris was incorrectly given (last week, p516). It is 139A New Bond Street, London W1.

Camelia agency

Vitabiotics Ltd, 1 Beresford Avenue, Wembley, Middlesex, have acquired the sole agency in the UK for the Camelia range of sanitary towels and tampons.

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All areas

Aspro clear: All except E

Correctol laxative: All except U, E

Crest toothpaste: All except E

Farley's rusks: A

Haliborange: M, Lc, Sc, So, G

Philishave: All areas

Roskens: M

Vichy: WW, So

Vitarich: Lc

Vosene: All except E

Wilkinson II razors: All except E



When
you need
high quality
tablets and capsules...

we're in business

 **seward** pharmaceutical

Seward Pharmaceutical, Imberhorne Lane, East Grinstead, Sussex, England RH19 1QX
A member of the Medical Division of UAC International

Telephone our Sales Department on East Grinstead (0342) 21436/9

Samco. More of what you really want.



More for you Whatever the investment in 1978 on brands both new and old, Samco believe that the biggest investment of all should be made in the product and the retailer. That said, you'll find our products very hard to beat on quality, price or design.

And there's a reason for that. We are that rare thing. A single brand that designs, makes, assembles and tests our own sunglasses.

More choice We offer you 57 different Samco styles from our Italian design studio... a member of the Italian Fashion Council. So you can be sure that these styles reflect the current trends in modern fashion.

More lenses We offer you a complete choice—Sunsitive photochromic, CR 39, acrylics and polarized. All high quality lenses conforming to the highest international standards of optical quality and strength.

More point of sale A complete range of free counter and floor stands styled for impact and convenience. What's more, every pair of Samco sunglasses carries an informative and pilfer proof identity tag.

Find out more Samco is part of the Mazzucchelli Group—world leaders in plastics and ophthalmics. And you can see the complete Samco story in our 16 page full colour brochure for Samco 1978.

Write to either of the addresses below:

samco®
THE SUNGLASSES OF ITALY

Mazzucchelli Ltd., Redhouse Road, Croydon CR0 3AQ, Surrey.
or: Addis Ltd., Hertford, England SG13 7HL.



Sunglasses 78

in-fighting at the top

ity—oh manufacturers—the poor retailer. He it is who has to wade through the morass of "independent market research figures" you provide to aid his buying decision. Usually *C&D* merely reports the claims and counter-claims, but some claims in the sunglass market seem to be taking on a note of hysteria this year and we feel it is time to add a word or two of our own on behalf of the chemist at the receiving end. Many market research figures being offered seem, in fact, to have become pointless—if not actually misleading.

Just to demonstrate the problem faced by the retailer let us look at some directly quoted statements received in these offices from the larger suppliers. When these are put together it can in fact be seen that they do not so much contradict each other as muddy the issue.

Polaroid, using an RSGB survey: "Polaroid who were clear brand leaders in 1977, have been stated by opposition to be losing their market position and brand awareness. However an RSGB survey carried out in June indicates that Polaroid has maintained a massive 90 per cent prompted awareness among a representative sample of adults aged 16 or more. Polaroid's nearest rival is Boots with 60 per cent. In spontaneous awareness levels, Polaroid stands at 68 per cent, a mammoth lead over the next brand. Foster Grant, with 22 per cent." The same Press release claimed "proof that Polaroid are still outselling all other brands came when the survey asked—What make was the last pair of sunglasses that you bought?—52 per cent replied Polaroid, 18 per cent replied Boots and 3 per cent admitted to Foster Grant." Advertising for 1978 is based on the claim "Polaroid number one in the sunglass market."

Foster Grant, using Stats M.R.: "Continually outselling the

There may be in-fighting at the top but one thing is certain, it's going to prove an exciting year for retailers. All that is needed is for 1978 to be another scorcher. Foster Grant wearers (right) are showing what it might be like and the Polaroid girls (bottom left) are backing the company's number one claim.



market leader in stores stocking both brands. Polaroid 18 per cent, Foster Grant 35 per cent." They claim a 34 per cent consumer share increase during April and May 1977, and that they are "the fastest growing, fastest selling brand in the sunglass market" with "the most popular television advertising campaign" (last year they were the only brand of the three with a television advertising campaign).

Goggles. A brochure for the new range from Elida Gibbs, *Goggles*, gives Polaroid 30 per cent of the total market and 50 per cent of the polarised sector and Foster Grant 15 per cent of the total and 7 per cent of the polarised sector.

Source: Mintel, trade estimates.

Presented in this form it can be seen that the claims do not actually conflict and can certainly be shown to be true, but they are naturally angled to suit the manufacturer concerned. Presented in isolation the figures serve only to confuse.

Whatever the present state of the sunglass market, it is certain that the increased activity promoted by the entrance of Elida Gibbs with *Goggles* will stir it up quite a lot next summer and the independent retailer will be even harder put to it to decide which ranges to stock. And he cannot rely entirely on his past experience, because *Goggles* are an unknown quantity so far: their advertising spend looks impressive, but to combat it Polaroid and Foster Grant have upped their own considerably. The retailer cannot just compare figures, therefore; he will need to compare also excellence and back-up material.

Surely what the retailer now requires is some "market research" carried out at the point of sale. Questions should be asked at the time a pair of sunglasses is sold—why has the customer bought a pair at all? What prompted purchase at that time? What price range was aimed for? If the customer has gone outside that range, why? Did the customer have a specific brand in mind when entering the shop or merely intend to buy a pair of sunglasses? Did sight of a brand name prompt a response to advertising in his mind? Questions like this asked while the consumers are thinking about the product anyway might produce some research figures that are really meaningful from the retailer's point of view.



Advice on the wear and care of sunglasses

Polaroid feel that there are certain pieces of advice which should be passed on to all purchasers of sunglasses. These "do's and don't's" are outlined in their Consultant Kit which is available on request; a few of the more important tips follow.

Advise that when not being worn sunglasses should be kept in a carrying case at all times. Sunglasses should be cleaned by a brief ducking in a bowl of lukewarm water and a weak solution of washing up liquid, then rinsed in clean water and dried with a soft cloth. Sunglasses, and indeed all glasses should be put on and removed with *both* hands. If right handed people constantly remove glasses with their right hand, the right sidepiece is weakened and eventually the frames are knocked out of alignment and the wearer looks like a candidate for a Hall of Mirrors reflection. By using both hands however wearers can keep the frames true so that they are straight and comfortable on the face. Polaroid feel that customers specifically requesting driving sunglasses should be directed towards high, thin sided frames, or ideally sunglasses without a rim so that the vision is not obstructed either to the side or the front. If customers are going to a seaside resort advise that they should always keep their sunglasses on their noses or in the case when on the beach as sand and grit could damage them.

Four deadly sins

There are also four sins which Polaroid feel sunglass wearers should be advised never to commit—wearing them for driving at night, placing them face down, which could scratch the lenses, leaving them on the dashboard or parcel shelf of a car where the heat from direct sunlight could warp them or cleaning plastic lenses with a proprietary lens cleaner; advise the method advocated above.

If a customer appears to be agonising



over the choice of frames there are certain points which should be taken into account. First analyse the face. Is it longer from the hairline to the jaw than it is wide? Is it the same width as it is long? Do the eyes look as if they grow out of the forehead or are they halfway down the nose? Is the jaw narrower than the forehead or vice versa? Does the face have equal length and breadth, and if so is it square or round? If it is long or wide, is it angular or rounded?



Eye focus

A smooth oval face is probably the perfect shape and this customer can choose any style of frame and the chances are that they will suit. For the rest, and this usually means for the majority, the idea is to play down those features which aren't liked or which upset the proportions, while accentuating the good and likeable characteristics. Use the eyes as the focal point when analysing a face and assess the balance above and below them, taking into account the shape of the jawline.

Customers with long faces and short foreheads are basically top heavy—the visual weight of their hair is near to the visual weight of the eyes and they should never wear a fringe with sunglasses. The ideal frame will just come up to the eyebrows and have plenty of depth below, but be careful not to echo a pointed jawline with sunglasses whose lower rim is also pointed. Apply the same reasoning in reverse to square jawlines.

General proportions

The same pointers relate to people with short faces and short foreheads. If the face is round avoid round sunglasses as this will only accentuate the fault. Likewise if the face is angular or square, avoid square frames—a soft subtle shape will soften the features.

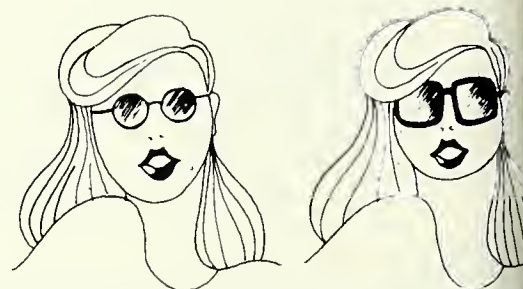
Long faces with high foreheads can take a fringe as long as it doesn't come right down to the sunglasses. Large deep styles with high and sweeping top rims taking in eyes and brows are ideal, and



very fashionable. But with people who have high foreheads and short faces be careful not to go for a very deep lower rim keep the lower portions shallow.

Shade clever

To balance close set eyes choose a frame which is pale at the centre and darkens at the edges. Likewise colour variations from top to bottom can be used to balance proportions of face length. People with large faces shouldn't wear small sunglasses as they will only serve to make the face look even larger, and those with small faces should be advised to choose lightweight metal sunglasses. Pert, snub noses should be bridged by metal models with a single high bridge bar, and long noses can be shortened with a low bridge plastic frame.



Ruddy faces can be toned down with golden or amber frames but people with sallow skins or fading tans should never choose green or yellow frames or lenses; suggest a rosy tint instead. Blondes generally look better with pale lenses and light coloured frames, and brunettes are enhanced by dark frames. Remember, too, say Polaroid, that all sunglasses, even the ones with paler lenses, will darken the eyes so suggest pale sparkling eye shadows applied to follow the inside shape of the sunglass rim.

Remember too that however much you may advise gently against it your customers may remain adamant in their choice, however wrong it is. That, unfortunately, is their prerogative!

**Next year,
there'll be even more of
the usual dazzling array.**





What do
women want-
a range of
straps?



Or a rang

A fancy strap doesn't stop one exercise sandal looking like another.

What's more, women are smart enough to know it.

So we decided to be really adventurous with our new summer range of Homy Peds.

You can see the results below.



The new summer

e of styles?

Eleven great-looking styles in nineteen fashionable colour options.

Six of them are pretty fabric sandals and the other five are wooden based.

And they're all beautifully finished, with a carefully contoured sole to support the foot and a gripper bar to exercise the toes.



ange of Homy Peds.

As well as being very pleased with the new range, we're proud to unveil our latest point of sale material, which really shows off the styles available.

You can get floor or shelf-standing units and compact, versatile window displays which are guaranteed to get your customers' noses glued to your windows.

And to get them as far as the till we're putting the heaviest ever spend into consumer advertising.

Our salesforce is going to be calling from early October to give you all the necessary details.

They'll explain our extended credit terms for deliveries before the 31st March, and help you with any problems.

Back-up stocks will be available during the season, and we're confident you're going to need them.



Exercise sandals that sell like shoes.

But still only one brand leader.

We're No.1 in sunglasses. And, for our money, that's the way it's going to stay.

You see, we didn't get where we are on looks alone.

(Not that we don't have a fashionable range. In fact, we have 68 styles in 111 colour and tint variations, with graduals and a new sports collection.)

But the secret of our success is we'd never compromise your customers' eyesight for trendiness.

7 layers go into the making of a Polaroid lens. Result: a lens that eliminates up to 99% of horizontally reflected glare, 96% of ultraviolet radiation.

It's scratch-resistant and up to 2½ times harder than ordinary plastic lenses.

We take much the same care over our frames.

Of course, we could do things differently, saving money here and there. Except that a wrong lens or a weak frame reflects on your good name as well as ours.

That's why more people trust the Polaroid tag than any other.

So start off by ordering pre-packs from your Polaroid distributor before December 31st and take advantage of our Early Bird offer.

But don't leave it too long. Next year we're supporting our sunglasses (and you) with over £700,000 worth of advertising.

Already, Polaroid has twice as high awareness as any other sunglass brand. Next season, it will be the most highly promoted name on television as well.

After all, isn't that what being brand leader's all about? Leading?

POLAROID SUNGLASSES



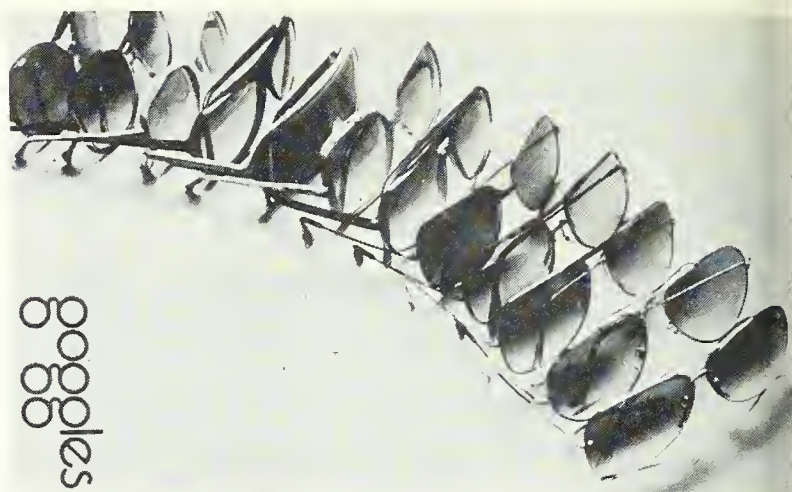
Goggles right on the nose

Fashion and style "right on the nose" is the theme of the Goggles range of sunglasses from Elida Gibbs. The company is new to the sunglasses scene and has decided to come into it with a will. And that will seems to be to "buy" the market leadership with a heavy commitment to advertising.

As reported earlier (*C&D*, August 13, p216) the company decided that the sunglass market offered them an "outstanding opportunity" and feels that "alert retailers" should benefit from their entrance into a market "where this kind of investment has not been seen before" (and this entrance does seem to have caused other manufacturers to begin making similar investments.)

Elida Gibbs feel they have demonstrated in the past that they can "buy" market share with advertising and have stated that they are going to do it again with Goggles. They feel there is an opportunity for "branding" in the market, pointing out that in their opinion, one of their

Some of the many frames available in the Goggles collection from Elida Gibbs which will be sold only through chemists and department stores



competitors finds itself losing out because their name has become a generic term and that the name of another competitor has no obvious association with sunglasses at all. For these reasons they looked for a "highly memorable and relevant" brand name and came up with Goggles.

Goggles, they say, are not going to try to be all things to all people. They are aimed at the younger up-market consumers, who make up the 75 per cent of the people buying new sunglasses every season—not necessarily because they want cheap and bizarre styles but because the mortality rate of sunglasses is very high, especially when they are worn as often as these youngsters wear them. These consumers demand a wide range of lens, frame and colour choice and their buying trend is towards high-performance fashion products. It is pre-

cisely because of this up-market trading, too, that Elida Gibbs feel that sunglasses, and particularly Goggles, are inappropriate to the grocery trade (they are only going into chemist and department store outlets).

All the Goggles styles have been chosen by Oliver Goldsmith, a well known and respected name in this field (see p578). His criteria for selection were quality, style and comfort. There are five lens types available, 53 frame styles, 102 models and seven price categories from £3.95 to £11.95.

The "massive" advertising spend promised by Elida Gibbs includes £100,000 on Press advertising, £150,000 on radio and £500,000 on television—a total of £750,000 to ensure that everybody hears the name Goggles between March and July next year (Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A).

Sunbrella distributed by ICML

The Sunbrella '78 range from Jackel & Co Ltd, offers over 130 styles of which well over 100 are brand new. This range is being distributed to the independent retailer by Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts. ICML told *C&D* (September 24, p416) that they chose Sunbrella because it was found that they offered the "best overall deal" and it was felt that these sunglasses will enable the independent to counter the growing percentage of the market which is at present dominated by Boots, Woolworths and other multiple outlets. ICML feel that Sunbrella are recognisable as one of the top four brands in the UK, that they are of excellent quality, highly fashionable and 75 per cent of them retail for less than £5 (an independent survey taken in June 1977 found that 84 per cent of sunglass owners paid less than £5 for them) and even their photosensitive range starts as low as £5.95.

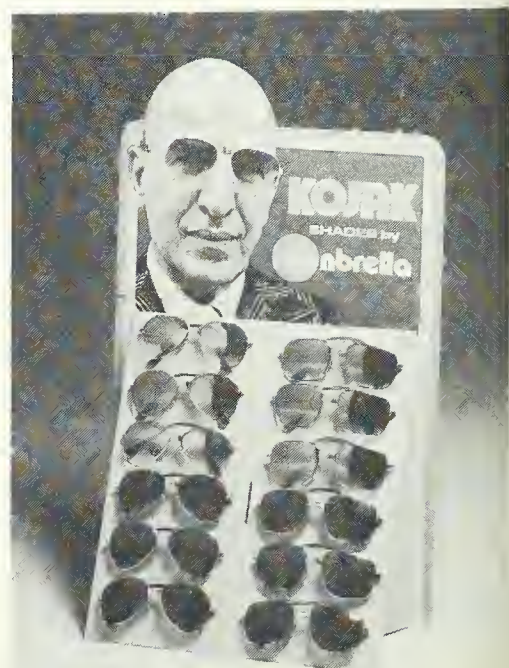
Individual design

Eleven pre-priced packages complete with display units are being offered to make ordering easier. Each pair has a pilfer-proof price tag attached and except

for the children's, come with a carrying case. The display cards are individually designed for their appropriate range and some feature such well known personalities as DJ, Noel Edmunds and Kojak. Noel Edmunds is to be found endorsing the new Sunbrella sunglasses with shatterproof safety lenses which are recommended for motorists and Kojak is promoting his ever popular style of glasses, joined this year by Kid Kojak (£3.95 and £1.50). Another highlight of the Sunbrella range is Stardust—designed for the "young and trendy"; it is a lightweight rimless style with graded scratch resistant lenses each of which have a diamante-type motif in the bottom corner depicting either a daisy, heart or diamond pattern (£5.95).

Sunbrella themselves offer four deals—six dozen pairs all retailing below £5 on an illuminated counter stand, 12 dozen pairs below £5 on a double counter unit, 18 dozen pairs below £5 on an illuminated floor stand and a high fashion deal comprising five dozen pairs retailing up to £5.95 on an illuminated counter unit. ICML are offering their retailers early discounts. Stand A has a retail value of £289.80 and the profit on return will be

43.84 per cent (35 per cent off retail value less discount for early order, less discount for early delivery). The value of stand B is £590.85 and the profit on return is put at 45.40 per cent. Stand C at £299.85 brings 43.84 per cent and Stand D at £890.55 at 47.24 per cent. Further details from ICML (Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).



Polaroid 'No 1 for retailers'

Polaroid believe that the retailer who buys Polaroid sunglasses next year will 'see more profit, quicker turnover and more selling support than ever before'. Marketing manager Don Snape says, "After forty years in the sunglasses business Polaroid are still number one for fashion, quality and protection. The 1978 collection is our best yet. It's a dazzling array of styles, shapes and colours".

The company are using the theme, 'Polaroid—Number One in the sunglasses market' throughout the advertising next year. They have made a commitment of £700,000 for their advertising spend, and say they are determined to spend more on television than any other sunglass company. They believe that this plan taken together with a 90 per cent plus consumer awareness will generate "tremendous activity" at retailer level.

A new Early Bird promotion is being launched with a total of six sunglass packs ranging from a basic 60 unit pack with free counter display stand to the floor standing 160 unit pack. Stockists who order before December 31 on this scheme will be eligible for extra free goods when the packs are delivered in February. For instance if the 160 unit pack

Three Polaroid "sport" styles, he is wearing model 8728 in white with grey on neutral lenses (£5.95). The girl in the middle is wearing model 8680 (£6.95) and the girl at right, model 5820 (£7.95) featuring the re-introduced Polaroid tinted bridge circles on the bridge



is bought on Early Bird there are 18 free bonus sunglasses valued at nearly £120.

Other features of the packs include a high percentage of metal models, adjustable mirrors that may be slotted into the stands at any height, and a story panel informing the consumer of the benefits of Polaroid sunglass lenses and frames. A new sport pack contains 20 brightly coloured "sporty looking" sunglasses and a clear cylindrical display stand which sets off the colours of the frames, says the company, and comes packed flat. Also available is a clip-on pack, containing gradual clip-ons for the first time. All pre-packs arrive ready loaded and priced with the pilfer-proof hang-tag. A free case is provided for every sunglass.

1978 will see a total of 68 different Polaroid styles in 111 colour and tint variations. Metals predominate although plastics are gaining in popularity. There is a reintroduction of the Polaroid linked circles motif which is seen on the bridge of one sport model and on the sides of some of the others. Don Snape adds that it is "attention to detail and quality that gives Polaroid the confidence to guarantee their sunglasses and retailers the confidence to sell them."

Samco's 57 varieties

Mazzucchelli Ltd, have included 57 different styles in the Samco 1978 sunglass collection. They are manufactured in Varese in Italy. The company believes that their many years of experience in selling in the UK market have led them to construct a collection which will meet the best balance of consumer and retail needs, "this has always been our aim with Samco sunglasses. We must make styles which will appeal to the consumer but which will also give the retailer a good margin".

Mazzucchelli claim that Samco sunglasses are unique in that they are "the only comprehensive range which is manufactured by the company which markets them."

The 57 different styles are broken down into 12 different recommended retail price

groups. At the top end the Sunsitive photochromic lenses are available from £8.99 to £10.99. The gradient acrylic and gradient CR39 are priced from £3.99 to £7.50, then the polarised lenses which range from £2.99 to £7.50 and to complete the collection there is a range of children's and teenager's sunglasses with acrylic lenses at £0.60 to £1.25. The company told C&D that they have made a major investment in retailer support, "Our prices will offer a competitive position in the shop as well as a healthy margin", said Rod Lane, marketing manager. The point of sale material includes counter and floor stands, which are also made by Mazzucchelli. Security swing tags printed in colour give the recommended retail price of each product and describe the type of lens and its main advantages.

Samco used television advertising in 1977 based on the "sunglasses of Italy" theme. This year they are considering the possibilities of a poster campaign (Mazzucchelli Ltd, Redhouse Road, Croydon).

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Verbania sunglasses from Italy

The Verbania range of Italian sunglasses, from Vestric Ltd, is described as offering "tremendous value for money to the consumer" and "excellent terms for the retailer". Retail prices range from £0.60 for children's styles to £9.50 for Sunsitive photochromic lenses, with polarised and gradients in the middle range at about £6.50.

There are three "package deals" available to the retailer; the MU4 pack (retail value £221.05) consisting of 48 pairs of polarised and gradients with a free revolving stand, the MU2 (retail value £112.35) with 24 pairs of polarised and gradients and a free revolving counter display stand, and the MU1 pack (retail value £105.00) of 12 pairs of Sunsitive photochromic styles and a free counter stand.

In all, 43 styles are available in the range. Each adult pair, including clip-ons, comes with a "lens describing" swing ticket attached to the nose bridge by a nylon tag designed to reduce pilferage. Each adult pair also comes complete with a luxury gusseted carrying case. The display stand for the clip-ons range (£2.99) describes the advantages of the new Verbania clip-ons. Bevelled nylon fitments and countersunk rivets are designed to make sure that they do not scratch ophthalmic frames and lenses. The clip-ons can be cut to size (Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP).

Value keynote for Whitecross

The Whitecross range for 1978 features "exceptional value for money, exciting new display material and a wide choice of up-to-date sunglass styles" as its keynotes. Eight photochromic models are offered, four unisex styles with gilt or nickel metal frames with Corning Photobrown or Photosun lenses, and there are four ladies models fitted with Sunsitive lenses (as advertised on television). Contrary to the popular trend of raising prices, Whitecross have reduced their photochromics from £7.40 to £6.90, which means that even after VAT has been added they can be sold for £7.45.

The polarised range comprises 14 models with a choice of metal or plastic frames in assorted colours within a retail price range which the company says is



Four styles from Verbania

unchanged from last year—between £2.00 and £3.50 ex VAT. They are available either as individual lines or in assortments of six dozen—the "Super-style" unit with a folding counter display stand containing all 14 lines (cost to retailer £136 plus VAT)—the "Polarvista" with a small counter display stand and eight different metal framed styles (£74 plus VAT) and the "Sun-Rite" display box (£23.07 plus VAT) containing one piece each of twelve different models. A polarised clip-over is also available in three sizes (£1.80 ex VAT).

The new display stands from Whitecross for their plastic sunglasses fold into half their height for easy handling and despatch. The "Festivity" stand (cost to retailer £98 inc VAT) comprises 9½ dozen assorted non-polarised and polarised sunglasses and there are two boxed assortments—the "Tahiti" ladies box and the "Rimini" box for men (price to retailer £21.20 ex VAT) each containing 36 assorted frames (between £0.75 and £1.00 ex VAT) (Whitecross Optical Co, Frederick Works, Rochester Place, Camden Road, London NW1 9JR).

Olive's little big selection

The Olive sunglass and toiletries division of the Royal Sovereign Group Ltd, told C&D that although at first glance the selection of sunglasses they will be offering for 1978 appears rather small, closer inspection reveals that the range covers a selection of basic styles which should appeal to a wide cross section of the public. Five different types of sunglasses are included in the range, shatterproof,

polarised, photochromics, children's and clip-ons.

Sunglasses with shatterproof lenses come in a choice of frame styles—an assortment of plastic frames with plain coloured, shell or dégradé (gradient) finishes (£0.99) and classic metal frames (£1.99). Glasses with polarised lenses are available in a choice of frames, greatest emphasis is placed on universal metal styles although both plastic and metal frames are available (£2.79-£4.49).

Fitted with optically-surfaced Chance Pilkington toughened brown Reactolite lenses, the Olive photochromic models are packed together with case in individual display boxes (£15.60).

The company feels that the sunglasses in the range with the most marketing potential are the children's styles. A new range is being offered for 1978 which features shatter-proof lenses; twelve styles are available on a display card (£0.30).

Once again Olive are featuring their convenient tear-off display strips of polarised clip-ons which are available in an assortment of six ladies' and six gentlemen's styles (£2.10). Also available in a hanging display strip are twelve gusseted fashion cases. They are made of soft, crush vinyl and come in assorted fashion colours (£0.35). Hanging display strips of six sunglasses can also be obtained.

New for 1978 is a slim line counter or wall hanging display. The company feels that the advantage of this unit is that it will fit where others cannot when space is at a premium. It is a versatile point of sale display featuring 24 pairs of sunglasses and can be adapted to suit a variety of space limitations by virtue of its slim line design and light weight. It can be suspended by using double-sided self-adhesive pads or hung on a peg board. The unit is sold fully loaded and folds double back to back thus taking up the minimum of space in transit. Various deals are available relating to this stand which retails between £59.52 and £83.56 (Royal Sovereign Group, 100 Drayton Park, London N5 1NA).

Continued on p576



What's....
...going to hit the
sunglasses market for six?
...beating glare with lots
of flair?
...putting other shades
in the shade?
...got fashion, style and
quality~ right on the nose?

goggles the greatest thing



What's ever happened to eyes.

Goggles is a beautiful new range of sunglasses, stylish, comfortable and of high quality.

Every model has been specially selected by Oliver Goldsmith, the internationally renowned designer of fashion frames and leading authority on the sunglasses market.

Goggles are the greatest thing to happen to eyes—and their combination of excellent lenses and superb frames make them outstanding value.

Goggles is a highly individual and memorable brand name—supremely important in a vast market with great potential: £46 million retail and trading up!

Three out of every four existing owners buy new sunglasses each year; and next year a lot of them will be choosing Goggles!



GOGGLES: BIGGEST-EVER ADVERTISING BUDGET.

Nothing but the best promotional support would be good enough for sunglasses like ours—so we're spending a total of one million pounds on consumer advertising alone!

This colossal campaign will include 130 spots on television, 200 radio spots and no fewer than 50 full-colour pages in the top-circulation magazines.

GOGGLES: MASSIVE MERCHANDISING SUPPORT.

Throughout the season there will be eye-catching point-of-sale material with stunning display stands which show Goggles off to perfection. These stands, which make maximum use of minimum space, feature full-face mirrors, leaflet dispensers and a distinctive headboard.

Every pair of Goggles is colour-coded to indicate the lens type, and comes in a free Goggles-branded carrying case.

Every model also carries a replacement guarantee service.



GOGGLES: LENSES AND FRAMES.

There are 102 models in the Goggles range: with five lens types, 53 frame styles (excluding 12 clip-on versions) and in seven price categories.

Goggles: fashion, quality, style—right on the nose!

goggles



Foster Grant's six point plan

The six point plan introduced by Wilkinson Sword for their 1978 range of Foster Grant sunglasses is said to include 1) further development of the range with the accent firmly on fashion and style, 2) sunglasses with new frame and lens treatments, 3) all pre-priced and colour coded, 4) all sunglasses pre-loaded on to a fully illuminated display unit, 5) new free sunglass wallet, 6) the "largest ever" national television campaign during the spring and early summer and 7) a total advertising spend of over £500,000.

There are eight styles in their photochromic collection (£9.95-£11.95) and 41 models in the gradient collection (£3.95-£7.95). The polarised collection comprises 38 styles (£3.95-£7.95), and the clip'n' flip collection includes two sizes of polarised lenses ready loaded on to a merchandiser consisting of 18 pairs (£3.45) or two sizes of gradient clip'n'flip lenses loaded on to a merchandiser con-



taining 18 pairs (£2.99). Pre-priced Foster Grant sunglasses are available on ten ready loaded stands. (Wilkinson Sword Ltd, Sword House, Totteridge Road, High Wycombe, Bucks).

Solarite are spending £1¼m

Lessar Brothers Ltd say that their Solarite range, apparently so quietly promoted last year, will benefit in 1978 from over a quarter of a million pounds which is being spent in advertising the Sunsitive lenses on television and in the fashion Press during the key March to May period. The point of sale aids are also said to be "extremely compelling" with a choice of seven stands including two illuminated and two pilfer proof display cabinets for higher quality models.

In addition to their Sunsitive lenses next year Lessar Brothers are featuring rimless art deco frames, mirrors and half mirrors lenses and many Gradutint styles. Plastic frames are also strongly featured with masked top and surround veneers as well as metal frames with bronze and pewter electroplated effects for men in addition to the traditional gold, silver and matt black. Graduated metal tonings on the women's range emphasise the Gradutint lenses and the company believes that asymmetrical medium-sized shapes will continue to set the pace in both metals and plastics.

The Pol-rama polarising lines comprise 18 models including four with Gradupol two-tone lenses. The Sunsitive range includes 9 photochromics in plastic and metal frames (£7.95) and is being adver-

tised on television during March, April and May. There are five models in the Umbra-tint precision CR39 range which feature light weight impact resistant hard resin lenses which the company says were chosen for the moon astronauts and which are also said to be ideal for earth-bound drivers as they do not "blob" windscreens. Nine models with photosun lenses make up the Solamatic range (£8.95, plus one rimless model for £12.95) which are fitted with classic style frames, mostly metal. The Rapide range is of especially fast acting photochromics comprising six models (£13). The company feels that these will be a growth area in 1978.

There are 14 clip-over models available including a Gardutint clip and a fast-acting

Rapide photochromic clip with tan or crystal plastic rims. These not only fit on to most modern frames but are also light in weight and avoid contact between clip-on and frame lenses. There is also the basic metal Photosun clip-on which Solarite first brought out in 1977. Children's lines are also available including two new "Cadet" models in silver coloured metal. All Solarite Pol-rama models come complete with a case (Lessar Brothers Ltd, Hyllon Street, Birmingham B18 6HW).

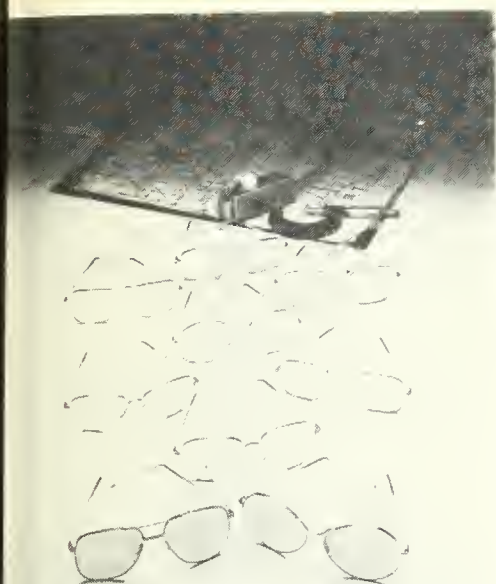
Solar's wistful water colours

The theme of the 1978 sunglass collection from Solar of France can be summarised as being of "wistful water colours with pretty pearlised finish, deepset contour line features and metal sunglasses with more feminine appeal." The "wistful water colours," they say, make the sunglasses "even more romantic" and that the contrasted painted enamel effects give metal sunglasses wide feminine appeal. The matt pearlised look has come into its own also and Solar believe that their deepset contour line will make fashion news. The new contour styling is apparent in the company's Design and Design 78 ranges; it is achieved by painting the profile of the translucent frame with a contrasting dark colour to give an outlined effect. The Super Design range features the matt pearlised finish in pink and white and fashion gradient CR 39 coloured lenses that are light, impact and scratch resistant. An illuminated display stand is available for this range.

The Solar metal ranges include designs with painted enamel features and the Super and Superb styles both feature gradient impact-resistant lenses. Although these are unisex designs the company believes they go far in bringing metal sunglasses to the attention of more women, this wider appeal being due to cut-away shapes and again to the contour line which makes them less severe (Solar of France Ltd, 154 Queens Road, Buckhurst Hill, Essex).



Three sunglasses from Solar's 1978 collection. The company are aiming to make sunglasses more feminine using contour lines and "wistful water colours"



the performance of Reactolite Rapide is related to its exposure history and tends to improve with continuous use. With these improvements therefore Reactolite Rapide is far more effective in coping with the wide levels of light variation found in daily use, says the company. The launch of this product will be backed by promotional material including consumer leaflets, window and in store posters (Chance Pilkington, St Asap, Clwyd).

Custom made sunglasses

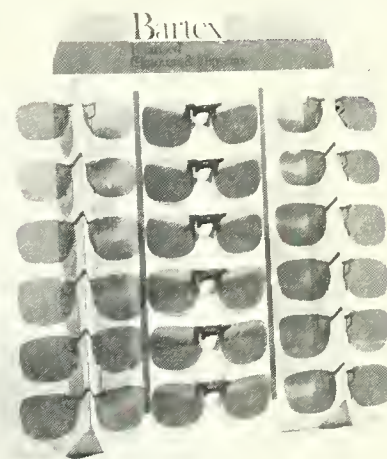
The Autoglaze Optical Co Ltd now feel themselves firmly established as a major UK manufacturer of sunglasses to home and export markets. They specialise in custom made models for sunglass distributors, chemist multiples, department store chains and the mail order and promotions fields, offering comprehensive mass production facilities for the manufacture of sunglasses and clip-overs fitted with photochromic, polarised, CR39, acrylic and other lenses.

Of special interest for the 1978 season they feel will be the introduction of the Reactolite Rapide photochromic lenses from Chance Pilkington (see above). This faster acting lens will be available from Autoglaze fitted to styles which may be exclusive to their customers. Additionally all Reactolite lenses will be supplied toughened to industrial standards for added protection.

Also for the 1978 season Autoglaze have been appointed as distributors for the Ray-Ban sunglasses by Bausch & Lomb, a range which is being supported by magazine advertising and a wide range of display and point of sale aids (Autoglaze Optical Co Ltd, 58 High Street, Thornton Heath, Surrey CR4 8LF).

Bartex will be on the buses

Bartex are expecting a continued increase in demand for their range of sunglasses due to their policy of offering a high quality product with a low recommended retail price, which they assure us, has not been artificially increased to recoup advertising expenditure. This expenditure is being increased in 1978 and Bartex sunglasses will be promoted direct to the public in a national campaign in women's magazines and on the buses. The main poster campaign will last for three months from May to July and be carried on fleets of buses from Glasgow to Truro. The poster will illustrate the Bartex polarised and photochromic sunglasses.



The company feel that their most popular style next year will be the PL180 (£1 ex VAT) with lenses from American Polarizers Inc (part of the Smith, Kline and French group) which are covered, they say, by the Bartex 100 per cent money-back guarantee. The plastic frames for this style come in a variety of colours.

New for 1978

New for 1978 season is the polarised clip-over stand which has been created, they say, due to continual demand from the trade. The clip-overs (£1.25 ex VAT) are available in various sizes. The photochromic sunglasses as shown on the bus sides (£4.95 to £7.50 ex VAT) are fitted with lenses from Corning Glass of the USA and are impact resistant and index corrected. Two plastic framed photochromic sunglasses have been added to the range (£4.95 ex VAT).

The range of fashion sunglasses offers a comprehensive selection of lenses, CR39 tempered or plastic in a variety of colours, gradient and mirrored. Frames are in gilt, silver or plastic in a selection of subtle shades. Once again the company have the exclusive distribution rights for Disney sunglasses for children and have maintained their retail price (£0.30 inc. VAT). A selection of stands and other point of sale material is available (Alfred, Franks & Bartlett Co Ltd, Bartex House, 167 Freston Road, London W10).

Linda Farrow's ten styles

Linda Farrow has designed a collection of ten styles in different colours. Lenses available include Reactolite Rapide, polarised, Photosun, CR39. Rimless styles are also included with graduated lenses in five colours (£2.50 to £15). Linda Farrow designs and manufactures her own products, all of which are British made (Linda Farrow, 333 Grays Inn Road, London WC1X 8PX).

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Big news from Birchware

The Concorde '78 range of sunglasses from Birchware, a member of the Pilkington group, is described as "big news" for the trade and the consumer. The news for the consumer is the shape and size of the new range. Frames are larger not only to decorate the face in line with the current fashion for large sunglasses but also because the increased lens area gives added protection against the sun's glare. The plastic frames have been designed in colours which reflect the fondant pinks, blues and lilacs which many fashion houses are using in their spring/summer 1978 collections. There is also a wide variety of styles in gold and silver coloured metal frames.

Reactolite Rapide

The "big news" for the trade is the launch of the Reactolite Rapide photochromic range. The company claims that this lens has the widest transmission range of any photochromic lens currently available and is seen as the most significant development in photochromic technology since its introduction eight years ago. Reactolite Rapide has reduced the time it takes for photochromic lenses to change from dark to a clarity of 90 per cent from 30 minutes to approximately 2 minutes—and the lenses darken in bright sunlight in approximately 30 seconds against two minutes for earlier photochromic lenses.

It is believed this will be of enormous benefit to the wearer, particularly to the driver. Reactolite Rapide lenses are highly sensitive to light and automatically adjust as the light intensifies. In addition the photochromic value has been increased so that the glass changes from a practically clear 90 per cent to a fully darkened 16 per cent transmission at 25°C and it has also been discovered that

Eyes and wherefores of Oliver Goldsmith

For many years now the name Oliver Goldsmith has been synonymous with excellence in the field of spectacles. About 25 years ago the company—and it is a company, albeit a family one peopled entirely by Goldsmiths, if not actually Olivers!—entered the sunglass market and by the 1970s had virtually revolutionised it. Perhaps the one person to have had the most influence during this revolution was the third generation Oliver Goldsmith himself. Who is this man, where has he come from and why has his personality had such an impact on this market?

Memorable name

Looking at the company and indeed the family that spawned him, we need to go back to 1926 when a man named Philip Oliver Goldsmith established himself in an office in Poland Street and began his own company, P. Oliver Goldsmith—a name which ensured instant memorability. He and a small band of experts made real tortoise shell spectacle frames by hand which were sold for the then exorbitant sum of four guineas a pair! Mr Goldsmith felt that the public was looking for an alternative spectacle frame to the expensive tortoise shell or the cheap plastic imitations which were the only kind then available so he asked a plastics manufacturer to develop a synthetic flesh coloured material which would blend with the skin—the company's chemists finally came up with a material which was called Dawn, as P. Oliver Goldsmith felt that it heralded a new era in the concept of spectacle frame colouring. It seems that this revolutionary idea was welcomed by the public and was the first step toward the



acceptance of spectacles as a fashion accessory. Having succeeded in introducing flesh tinted spectacle frames and a neater hinge joint, the next step taken was even more revolutionary as it involved brightly coloured frames. Suitable materials were not available at that time but plastics ideal for the optical industry were being used for making buttons and from this material a "Chelsea Art" range of frames was designed in bright greens, reds, mauves and blues. Although they did not appeal to everyone in those unadventurous times they were part of the slow but insidious movement toward fashion in glasses.

P. Oliver Goldsmith's son, Charles joined the family firm in 1930 at the age of 16. Today he is the chairman of the company and has been instrumental in the relentless move toward using spectacles as items of fashion, especially when worn as sunglasses. It was unheard of in those days for sunglasses to be bought in a chemist or indeed any kind of shop but Charles Goldsmith decided that with better looking frames sunglasses might find a wider market so he designed some and took them to two London stores, Fortnum & Mason and Simpsons, and according to the firm's history, "the new look sunspecs sold like hot cakes".

Third generation guru

Which takes us eventually to the third generation Oliver Goldsmith, Andrew Oliver Goldsmith, known the world over simply as Oliver Goldsmith and the "guru of the sunglass scene". With every-

one busy doing their own thing in the Sixties, the stigma gradually went out of wearing spectacles—thanks mainly to the career of Oliver Goldsmith. After "going through the mill" of the family firm and learning the trade from top to bottom he set about designing frames. He seems to know instinctively what the public want even before they do. He felt it was his mission in life to convert spectacle wearers from regarding it as a medical nuisance to the more sensible view of being able to and wanting to see clearly all the time. And it was through his mission that designers throughout Europe caught on to the changing trend. He decided, and they eventually agreed that they had to make glasses interesting, fashionable and desirable, by offering a greater range of styles than before, by creating those styles to complement current fashion trends and by bringing these styles to the public's attention. Helped by his own personal brand of charm and public relations Oliver Goldsmith and his followers have indeed succeeded admirably and the myopic youngster is no longer terrified at the thought of having to wear glasses. Indeed John Lennon helped even further by popularising the "granny glasses" so beloved of the NHS! It was Oliver too who first popularised the idea of wearing sunglasses with pale lenses in the winter purely as a cosmetic aid. The lenses do filter out the annoying brightness of many types of lighting and are invaluable to tired and busy ladies who don't have time to make-up their eyes every morning. Oddly enough glasses and more particularly

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Goggles "for gals"



Goggles "for guys"

Concorde will be taking off all over the country in 1978



The latest Concorde range of British made sunglasses from Birchware will really be flying high in 1978. These fashionable frame styles incorporate polarising (graduated or equitint) CR39 or Reactolite Rapide photochromic lenses.

Reactolite Rapide lenses are the fastest photochromic lenses currently available — changing from a clear lens with a subtle grey tint to dark grey in bright sunlight and back again to clear in seconds.

The new revolutionary Reactolite Rapide photochromic lenses are British made, Pilkington products, optically surfaced for distortion free vision at all times and backed by national advertising and a range of point of sale displays.

Contact your nearest distributor for a test sight, you'll be surprised how profitable it will be.

1. PAUL MURRAY LTD
Speedwell Close
Chandler's Ford Industrial Estate
Eastleigh
Hants SO5 3YN Tel. No. (04215) 68444
Areas Distributed:
Hants., I. of W., Somerset, Dorset, Berks.,
W. Surrey, W. Sussex, Channel Isles.
2. DENNIS E. RICHES
29-31 Malvern Road
Hornchurch
Essex RM11 1BG Tel. No. (0708) 44155
Areas Distributed:
Norfolk, Suffolk, Cambs., Essex, Bucks.,
Beds., Herts., Berks., Northants., E.
London.
3. D J BRITTON (BRISTOL) LTD
8 Roman Road
Bristol BS5 6DH Tel. No. (0272) 553414
Areas Distributed:
Devon, Cornwall, Wilts.,
Glamorganshire, South Wales,
Birmingham, Warwick., Herefordshire,
Worcestershire.
4. WAIN'S OF TUNBRIDGE WELLS
31-33 Albion Road
Tunbridge Wells
TN1 2PB Tel. No. (0892) 21666
Areas Distributed:
East Surrey, East Sussex, Kent,

South London Postal District.

5. R MILLNER
(CHEMISTS SUNDRIES) LTD
M-Way House
Devonshire Road
Walkden
Manchester
Tel. No. Farnworth (Bolton) 791104
Areas Distributed: Lancashire
6. FERMAN SUNDRIES LTD
Cunningham Road
Springkerse Estate
Stirling
Tel. No. (0786) 61273
Areas Distributed: Scotland.
7. GREENHEYS SUNDRIES LTD
Nelson Street
Widnes
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CONCORDE

By Birchware
A member of The Pilkington Group



Oliver Goldsmith's story

Continued from p578

sunglasses are so popular now that people who have switched to contact lenses presumably with the original intention of no longer having to wear glasses now find themselves doing just that, but they are now able to choose the style of frame and even change it as and when they please. In fact contact lens wearers find sunglasses invaluable as they prevent bits of grit flying into the eye and setting up an irritation, or the wind from drying "soft" lenses out.

Oliver picks Goggles

Despite all the "firsts" associated with the Goldsmith name, perhaps the company's sunglass range has not been as well known as it might have been. Chemists, recognised as a vitally important outlet for sunglasses by Oliver himself, have tended not to stock the firm's range for the simple reason that their hand crafted quality put them into the "luxury market". Now however, prestigious sunglasses chosen by Oliver Goldsmith but available at prices well within both the chemist's and his customer's grasp are for sale through the Goggles range from Elida Gibbs.

A meeting in Devon during the Christmas holidays led to the establishment of Oliver Goldsmith as adviser to Elida Gibbs when they decided to go into the sunglass market. Oliver visited all his regular haunts abroad to put the collection together, and since his suppliers were not used to him buying in such quantities they were naturally very curious as to who he was buying for, but eventually the truth came out and Elida Gibbs revealed themselves as the backers for this interesting venture—a venture which could change the face of the sunglass market in 1978 quite considerably. It is doubtful whether anyone will miss any of the extensive television advertising which will flood the screens from the two main manufacturers

and the new Goggles ranges. Still competition has always been grist to a marketing man's mill and it has been suggested that this move might prevent any of the protagonists slipping into complacency. An added bonus for the independent retailer is that Elida Gibbs guarantee that Goggles will only be sold through chemists and department stores.

Oliver Goldsmith says that he is very happy to be associated with Elida Gibbs in this venture because, although the market is not really being properly exploited at the moment continued competition among the main manufacturers, who have to be numbered three now, and the greater incidence of sunglasses worn as a cosmetic aid and fashion accessory could squeeze the smaller independent man out over the next few years (sound familiar?) and it has to be admitted that Oliver Goldsmith might just have been one of those unfortunate firms. Not through lack of a comparable product but simply for want of advertising funds.

Chemist's role

Oliver re-iterates how important he felt was the chemist's role in the sunglass market. Most people, he says, need to visit a chemist at least once a week—and not just for medicines either. They can therefore be continuously exposed to displays of sunglasses. Good display is vital too, when a customer comes in to buy holiday requisites—seeing the sunglasses display often promotes an extra sale. Apparently nowadays the majority of sunglasses are sold early in the year—during February, March, or April. People seem to be buying earlier in an effort to combat possible inflation. This reinforces Oliver's belief that sunglasses are no longer a post Easter pre autumn sale but are now a year round product.

He feels that the display stands and memorable logo for Goggles are particularly effective. The sunglasses are of a price on a par with their competitors and the pre-selection has been very carefully made with the possible market for each stand being borne in mind. The smaller stands therefore are pre-loaded with what

Oliver Goldsmith and Elida Gibbs consider the most saleable items while the larger stands, destined presumably for the department stores, carry a wider selection of stock, some of which are merely "tasters" to whet the public's appetite and for which there is no back-up stock. The company has done this as part of its effort to make life easier for the independent chemist. Customers, they say, can rest assured that they have the best selection for their particular market.

In his choice of frames Oliver Goldsmith sought "comfort, quality and elegance". He feels that nowadays it is these factors rather than the "bizarre" element which are important to the customers. In fact it is probably true to say that his very choice represents the force of his personality. A question has been posed in the past, wondering at the effectiveness of "a personality" in achieving optical sales. In this instance there is no doubt that the personality of Oliver Goldsmith will be a "very present help" in the marketing of sunglasses in general, and the Goggles range in particular. His is a name known and respected widely both in the optical field and by the general public, and his is a face that could literally be said to have launched a thousand sunglasses!

The Goldsmith range

P. Oliver Goldsmith Ltd, are offering the largest collection in 1978 that they have ever shown, with prices, they say, to suit most people. Over 70 different models and a total combination of approximately 350 colours which are all available to special order, fitted with a choice from 27 different lens tints, giving a total of over 9,000. All the frames are hand made and prices are from £7.80 to £40.70 including VAT and a case. Also available are the graduated Photosun lenses which Oliver Goldsmith released first in March 1976 and which they say other manufacturers are only now beginning to copy.

The company will also be acting as the sole distributor for Carl Zeiss Jena (P. Oliver Goldsmith Ltd, 18 Station Close, Potters Bar, Herts).

The "Geneva" style from Oliver Goldsmith's own collection (top left) is proving to be very popular and the "Goggles for friends" (right) might catch on too! They are available with "autumn" frames with gradient blue polarised lenses or "spring" frames with gradient pink polarised lenses (£5.95)



Infants demand more Milupa...

...so here are three new varieties

Milupa are meeting the demand of mothers for new varieties of their successful infant foods. There's a new Milupa Rice Dessert—gluten-free and made in an instant just by adding water. For starting the day there's a new natural 7-Cereal Breakfast with a modified milk added. And there's a lovely new soft-fruit Milupa dessert—Milupa Infant Food with Raspberries. All of these foods taste good. They are made as easy-mix granules; fully supplemented with vitamins and iron; presented in economy packs offering 10 to 15 portions. Meet the demands of your local mothers by stocking these new Milupa Infant Foods. Call your wholesaler or see your Milupa representative for details.



Provides up to 15 servings

milupa Rice Dessert

Includes rice, modified skimmed milk, sugar, iron and vitamins



Use from about 4 months until school age

Provides up to 10 servings

milupa 7 Cereal Breakfast

Includes seven cereals, modified skimmed milk, honey, iron and vitamins



Use from about 4 months until school age

Provides up to 15 servings

milupa Infant Food

Includes semolina, modified skimmed milk, raspberries, iron and vitamins



Use from about 4 months until school age

milupa

A new generation
of infant foods

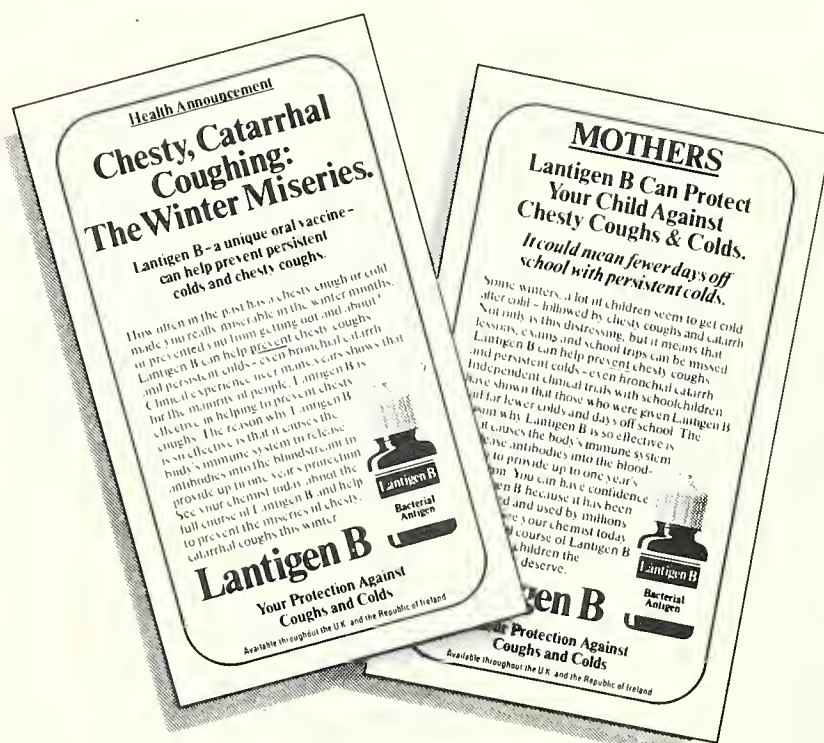


Milupa Limited, Milupa House,
Cowley Peachey, Uxbridge, Middlesex
Telephone: West Drayton 48286

Health Announcement

Why you should recommend Lantigen B for your 'Chesty' customers.

1. Lantigen B is a unique oral polyvalent vaccine containing antigenic extracts of six bacteria commonly responsible for respiratory tract infection.
2. Lantigen B helps build up a resistance to bronchial catarrh, sinus congestion and coughing.
3. The efficacy of Lantigen B has been extensively demonstrated in a series of clinical trials.



Announcements in the national press from now until early Spring will ensure consistent demand for Lantigen B across the winter. These advertisements will appear weekly in Daily Mail, Sun, Daily Mirror, News of the World, Sunday Mirror, Belfast Telegraph, Sunday News and Sunday Mail.

So check your supplies of Lantigen B now.

**Recommend Lantigen B.
Your customers' protection
against chesty coughs
and persistent colds.**



Professional News

Pharmaceutical Society of Northern Ireland

Society must represent pharmacy, president tells annual meeting

If the Pharmaceutical Society of Northern Ireland is to be recognised and to make its full contribution to pharmacy then it has to be represented at important pharmaceutical events, the president, Mr J. Chambers told the annual meeting, last month.

Professor D'Arcy had been the delegate at the FIP meeting in the Hague where he and some of his staff had presented papers. Mr J. Kerr had represented the Society at the European Group of the Commonwealth Pharmaceutical Association in Gibraltar and Bombay. The British Pharmaceutical Conference in Sheffield was attended by Professor D'Arcy and some of his staff who read papers and presented scientific demonstrations, and Mr Chambers, Mr and Mrs O'Rourke and others had also been present.

Reviewing the past year, Mr Chambers said it was with some trepidation that he had undertaken the task of following such a successful president as Mr T. G. Eakin who had a wide-ranging grasp of pharmaceutical affairs and who could state the case for pharmacy so well. The past year was one of financial stringency despite an increase in the retention fee. Inflation coupled with major repairs to premises stretched the purse strings but there had been a credit balance on the year's working.

Mr Chambers said he was enthusiastic about reviving branches and thought it desirable for each branch to invite him and some members of Council to their meetings. He hoped to initiate discussions on many of pharmacy's problems. Some Council members met the branch secretaries and as a result they were invited to several branch functions. However, some branches had not responded but he hoped that might be corrected in the coming year.

Turning to the future of pharmacy Mr Chambers said it was once the art of compounding medicines and appreciating their source and use with the pharmacist's role fairly well defined. Now, with the introduction of more potent medicaments, the pharmacist needed to have a much broader education in the chemistry and pharmacology of drugs and his role was less easily defined. In future he must practise his profession in a more scientific manner. His position in the community as the primary source of health advice had to be recognised and his knowledge fully utilised.

New students were being trained in a

medical environment and expected to exercise a highly professional approach to their work when they graduate. The pharmacists of today had to provide that improved environment in general practice but every pharmacist had to appreciate what was happening. The decision-making must not be left to the civil servants or independence would be lost. "To-night indicates a deplorable lack of interest in the work of our professional body. At a recent social function I attended there was a much more enthusiastic crowd. Social contacts are desirable, but surely the professional contacts of a meeting such as to-night's are even more important."

Council projects

Amongst the projects initiated during the year by the Council were:-

□ A detailed criticism of the health service was submitted to the Royal Commission stating the case for the improvement of pharmacy.

□ A memorandum relating to the desirability of a planned distribution of pharmacy and limitation of contracts was submitted to the Area Pharmaceutical Advisory Committee.

□ The introduction of a short course of management training to be undertaken by students in their practical training year. This would give them some insight into the financial and organisational problems ahead.

Many day-to-day problems encountered by the general practice pharmacist in attempting to carry out the wishes of the doctor were a continuing source of irritation as well, perhaps, as being illegal in the strictest sense, he said. Council had discussed the problems and had formed a close association with the Northern Ireland Faculty of the Royal College of General Practitioners. Over the past few years joint meetings had been held and he hoped representatives of each profession would meet to consider the problems in the near future.

Mr Chambers said that, as president, he had been privileged to attend the meetings of the Ulster Chemists' Association and of the Pharmaceutical Contractors' Committee as an ex-officio member and had seen how those bodies worked on behalf of their members. "Long hours of negotiation and discussion are involved in providing a community pharmaceutical service which if not appreciated by the public, is considered by the Minister of Health to be a prime asset of the health service."

Mr Chambers closed with tributes to Council and especially Professor D'Arcy and Professor Grigg for advice on education, Mr Kerr for EEC and Commonwealth Pharmaceutical Association matters, Mr McIlhagger for protecting the finances, and to Mr and Mrs O'Rourke for their help.

At the meeting Miss M. J. Watson and Messrs J. Chambers, J. H. Galbraith, J. Kerr, R. J. G. McDonald and M. V. A. Napier, retiring members of Council were re-elected. The president said Council greatly regretted the decision of Mr R. S. Adair, Council's retiring druggist representative not to stand for re-election. He would be greatly missed.

Mr McIlhagger presented a financial statement with accounts showing an excess of income with over expenditure. Inflation continued at an alarming rate and it would probably be necessary to increase the amount of the retention fee in 1978. It would, of course, be possible to show a favourable balance any year by sitting back and doing nothing; Mr McIlhagger was sure no one wanted that, but costs, particularly of travelling, had risen at an alarming rate. The income of the C. W. Young Scholarship Fund continued to rise and at its last meeting the Council had agreed to increase the annual value of the scholarship to £750. R. McMullan proposed a vote of thanks to the president and said the small attendance at the meeting could mean a general satisfaction amongst the members.

PSI Register changes

Mrs A. Meares, MPSI, to Monksland, Athlone, Co Westmeath; Mrs B. F. Kelly, LPSI, to Ashlagh, Lugg, Saggart, Co Dublin; Miss A. Daly, MPSI, to 25 Glenview Heights, Mullingar, Co Westmeath; Mr K. Boateng, MPSI, to 72r Woodlands Park Road, London N15 3SD; Mr W. J. Butler, MPSI, to 12 Newgrange Road, Foxrock, Co Dublin; Mr P. Hennigan, LPSI, to Avondhu House, Ballyellis, Mallow, Co Cork; Mr P. F. Connaughton, dispensing chemist and druggist, to 15 Upper Glenageary Road, Glenageary, Co Dublin; Mrs Dunne, Asst, to 3 St Michael's, Newpark, Portlaoise, Co Laois; Mrs E. Harratty, Asst, to Mullacloe, Ardee, Co Louth; Mrs P. Kinnork, Asst, to 24 Roman Way, Stoke Bishop, Bristol BS9 1SH; Mrs Loughnane, Asst, to 46 Cluain Asibhinn, Maynooth, Co Kildare; Mrs C. Mulvaney, Asst, to c/o Nolan's Pharmacy Ltd, 18 Trimgate St, Navan, Co Meath; Mrs R. F. Redmond, Asst, to 168 Avondale Estate, Trim, Co Meath; Mr B. McWey, Asst, to Marsden, Ardrass, Celbridge, Co Kildare; Mr P. Ferguson, MPSI, to 1 Brighton Square, Rathgar, Dublin.

Dogs carry human flea

Nearly 90 per cent of dogs had fleas and a quarter of those dogs carried the human flea according to a Dublin survey. Dr K. P. Baker, Dublin University, speaking at the British Veterinary Association annual congress in Swansea, recently, was reported in the *Times* as saying the flea no longer transmitted serious infectious disease to man although it may transmit disease between cats. It was, however, the commonest cause of papular urticaria in humans, cats and dogs, and children often lacerated their skin following irritation. Dr Baker suggested that pets should be powdered weekly together with bedding and carpets.

YOU KNOW WHAT YOU



A brand leader. One that works at staying at No. 1.

That gives better value for money.

That changes with the times.

That spends more.

That appears regularly in Press and T V.

And, that, above all, turns in a healthy profit.

Radox created the liquid segment of the bath additive market 7 years ago. And we've been Brand Leader ever since.

Despite all the efforts of the competition, the Radox share of the market is still 3 times bigger than its nearest, generally available, competitor.

NEW FORMULA

**MORE
CONCENTRATED**
More baths for your money

Now, we've reformulated Radox Herbal Bath to be even richer and more concentrated.

So your customers will be getting more baths for their money, and even better value.

NEW LOOK RADOX

We've redesigned the 280 and 500ml packs for greater shelf impact. And added coloured caps so that all three fragrances stand out in a crowd.

KNOW YOU NEED

The only thing that hasn't changed is the all-family appeal.

And there will be special eye-catching gift packaging for Christmas, too.

WE'RE SPENDING NEARLY £500,000 ON ADVERTISING

To promote new Radox Herbal Bath we intend to spend more on advertising than anyone else in the market.

We know you don't stay on top by resting on your laurels.

A NEW RADOX COMMERCIAL



£350,000 on TV

We've made a new 30 second commercial.

It positions Radox Herbal Bath as the liquid bath additive that "Helps put new life into

you," and tells the better value for money story, too.

We know you'll like it.

It's amusing and hard selling.

Watch out for it, it will be on air nationally from October.

NEW LOOK PRESS CAMPAIGN



£150,000 on Press

Starting next month you - and your customers - will be seeing the exciting new Radox Herbal Bath Press Campaign in all the biggest women's magazines.

The press campaign also clearly positions the brand and reinforces the better value for money story.

So now you know what you need - plenty of new Radox Herbal Bath.

For a profitable future.

RADOX HERBAL BATH.

Nicholas

Pharmaceuticals, Toiletries
Hospital Supplies
Radox is a trade mark



So you think you know your business?

ASK YOURSELF THESE QUESTIONS

How does the performance of your pharmacy compare with the national average?

What percentage of your gross profit does each product group contribute?

Are your profits on individual lines above or below average?

Do you know your local market share and the scope for further growth?

How many could you answer accurately? The future of your business could depend on it.

As an independent pharmacist, you know that competition is getting keener every year.

But the pharmacist with professional responsibilities hasn't the time to keep up with modern retailing trends.

Your bigger competitors have.

They possess sophisticated management systems which give them accurate, up-to-the-minute market information in the fine detail that that only a computer can provide.

You also need that information if you are to survive and prosper in business today.

It's the kind of vital aid Vestric can bring you through its unique Vantage programme, part of which is devoted to bringing you modern management systems.

Vestric has one of the largest ICL computer facilities of its type in Europe. Through it, we can place at your disposal regular, concise statistical reports which will help you measure your business efficiency and identify areas which you could develop and improve.



In short, we could give you the correct answers.

Naturally, you know your own business best.

But aided by Vestric Vantage you could soon know it even better and increase your profits.

Contact your local Vestric branch manager or chemist representative and ensure your future.

↑ Vital quarterly information to help you assess your retail performance.

← Part of our computer facility... technology and expertise at your disposal.

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VANTAGE
 MANAGEMENT SYSTEMS FOR THE PROFESSIONAL RETAILER

* **VANTAGE** is a trade mark of Vestric Limited

Pharmaceutical Society of Great Britain Council

Meeting with commercial bodies over 'chemist' title

The Pharmaceutical Society's Council has decided to hold a meeting with those commercial organisations such as Unichem who are using the restricted title "chemist" in advertising. The purpose would be to make clear the Society's views.

Council's October meeting received a report on a meeting between representatives of the Society and of Unichem concerning the latter's use of restricted titles in advertising. Council was asked whether it would agree to a poster campaign undertaken by Unichem for the benefit of pharmacy generally.

Mr C. Stevens thought that if the words "private" and "independent" were removed, there would be no contravention of the code; Mr J. P. Kerr thought it would be necessary to see what kind of poster Unichem intended to produce; Mrs J. Gilbert thought that they would at least take a decision on the wording and Mr D. Dalglish suggested that Council could establish whether or not it was in favour of such a campaign.

Mr Darling agreed with Mr Kerr that if there was to be an alteration in the design of the poster, it must be seen by Council who must take into account the fact that they were in the middle of a battle between wholesalers. The purpose of the posters was to encourage independent pharmacists to buy their requirements from Unichem as opposed to Sangers, ICML, Vestric, etc.

Show us nice posters'

Mrs C. Puxon thought Council should be prepared to say right away to Unichem what its decision was. It was no good lulling Unichem into a sense of false security by saying "Show us a few nice posters". Mr Myers felt that the Council should come straight out and say: "Our code is standing until our membership alters it".

Mr Bannerman pointed out that some members were altering the code now. The average pharmacist who saw the poster near his pharmacy, whether he subscribed to Unichem or not, would say: "That is great. That is fantastic".

Mr G. Walker said that the principle of a company spending its money on promoting the concept of a pharmacy as a place from which to buy one's medicines was one to which the Council could not take objection, providing the company was doing it in the interests of pharmacy. All the poster was now saying was "Shop at your local private chemist. He's vital to your community". Everyone agreed with

that. The main point was that invidious distinctions were being drawn between wholesalers. That was a matter which he was sure non-Unichem wholesalers would view with great concern.

Mr D. F. Lewis, secretary and registrar, said that the report was of a meeting at which presumably Unichem had been attempting to explain why it had deliberately contravened the Statement upon Matters of Professional Conduct. The posters were still in public places. He could not see why the Society should have one rule for Unichem and another for others. Unichem had deliberately contravened the code notwithstanding pharmaceutical opinion. Was the Council going to ignore the offence?

Letter to Unichem

Mr Darling moved and Mr Kerr seconded: "That the Council writes to Unichem stating: 'Council deprecates the contravention of the code in relation to the advertisements but before taking a decision on what action to take would like to see a copy of the proposed future advertisement to be used by Unichem'."

Mr Walker thought that Council seemed to be adopting two standards—one for Unichem and one for others. Mr Stevens said it should not be forgotten that there were a number of wholesalers with no registered pharmaceutical chemist on the boards of directors. The motion was carried.

The president, Mrs Estelle Leigh, pointed out that one of the questions raised was whether the Council would be prepared to take the initiative in calling a meeting of the major commercial interests for a general discussion on a means of identifying outlets without infringing the Statement upon Matters of Professional Conduct.

The treasurer, Mr A. Howells, opposed taking any such initiative. The code was well known, and it was up to the person who wished to advertise to produce an advertisement which did not infringe the code. He moved, and Mr Darling seconded, that it was not up to the Council to do that job.

Speaking against the motion, Mr Bannerman said the Society had a policy which he would like to see preserved, but if members of the profession who were subscribing to such organisations as Unichem wanted to see that sort of advertising, then he felt that such organisations should be invited to discuss the possibility of restricting the area in which they could

do that. He was certain that there was no disadvantage to the Council to identify the parties involved and let them put to the Council and to one another the restrictions that they would accept. Mrs Puxon agreed that such a meeting could be extremely useful in making clear to everyone what the sanctions were.

The secretary and registrar said it was a very unusual step. It was one thing for the Society to go to a meeting called by other bodies and inform them of the profession's position: It was unusual for a professional body to discuss its professional ethics with commercial bodies.

Initiative needed

Mr Bannerman moved an amendment: "That a meeting be held of the parties involved". Mr Walker said that it was obvious that unless they took the initiative such initiative would be taken from them. It seemed sensible to call a meeting and ask the parties concerned not to proceed with any further activity until the meeting had taken place. If something positive were not done, there would be a confrontation that would destroy the entire policy.

Mr Kerr thought it was nonsense to discuss with commercial organisations changes in the code before they had discussed them with their members.

The vice-president, Mr J. Balmford, suggested that discussion with the interested parties did not mean that there would be a change in the code automatically. He did not want a change in the code. He wanted to discuss and put on the table the entire position with regard to all the commercial people who were now advertising. Mrs Puxon said that the purpose would not be to ask the commercial interest, "What do you think we should do about our code"? The amendment was carried.

Drug monitoring

Council continued its consideration of a scheme for post marketing surveillance of adverse reactions to a certain drug. At its August meeting, there was concern over the confidentiality of patients' records and about the need to obtain the consent of patients whose prescriptions would be examined under the scheme. The secretary and registrar told Council that the Medical Research Council considered that, subject to certain safeguards, medical information obtained about identified individual patients should continue to be made available without their explicit consent for the purposes of medical research. The safeguards were all concerned with maintaining the confidentiality of the information by the research workers.

Mr Hitchings thought that in the light of the MRC statement, the way was clear for the proposed scheme to continue. Such a

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PSGB Council

Monitoring of drugs

Continued from p587

scheme could lead to an increased rapport between pharmacists and the medical profession. There were bound to be more of those schemes and pharmacists should be intimately involved in them. Mr Kerr said most of the objections which had been raised at the Council meeting in August had now been met. A list of the members of the medical profession who were co-operating in the exercise should be available to pharmacists, he suggested.

The secretary and registrar pointed out that a strong point of principle was involved. For the first time in the history of medical treatment, the patient records of medication were going to be examined by an outside person without the patient's consent. That was, he said, an astonishing loss of privacy.

Mr Darling said that he understood this concern, but the proposed exercise was for the proposed benefit of future patients. Monitoring of adverse reactions was going to come whether the profession liked it or not, and it would be wrong if the profession were not involved in a post marketing monitoring operation. On the motion of Mr Kerr, seconded by Mr Darling, it was agreed that the scheme should go ahead provided it was made clear to the pharmacist which doctors were co-operating in the scheme.

It was reported that the Committee on Safety of Medicines had replied to the Society's requests for pharmacists to be involved in the scheme for reporting adverse drug reactions. The CSM had indicated that it was not in favour of pharmacists reporting reactions directly but had suggested that the Society might produce a form which pharmacists could give to customers who had complained of possible adverse reactions, which they could take to their doctor. The Committee recommended, and the Council agreed, that the CSM should be informed of the Council's dissatisfaction with that reply and further proposals would be sent.

Election canvassing?

A member of the Society had submitted a copy of the Joint Boots Pharmacists Association newsletter, dated March 1977, and had asked for a ruling as to whether or not it constituted canvassing in the Society's Council election. The president said it was for Council to decide the rules of the game but regrettably, some members of the Society had chosen not to observe the rules.

Mr Owen said that the newsletter was canvassing, but the Council had to decide by whom it was canvassing. The JBPA was an independent organisation. Mr Kerr said that the usual way out of the difficulty was to say that it was really a matter of honour among the candidates standing. Perhaps the honourable thing for the person involved would be to say to the Association, "In future do not include me in this because it puts me in a very invidious position." (Agreed).

The Education Committee was informed that following a meeting on July 19 between representatives of the Society, regional pharmaceutical officers, and Department of Health officials, to discuss the joint submission on establishment of regional postgraduate education committees revised proposals had been formulated to be discussed at a further, similar meeting. Council agreed that the

revised proposals should be accepted as a basis for further discussion but before implementation the proposals would need to be discussed widely by interested parties. Among the changes was the suggestion that practising pharmacists on regional postgraduate education committees should comprise three from general practice and one from hospital; they should be appointed by the Society's regional committees, on behalf of the Council; they should have an interest in, and personal commitment to, continuing education; and they should be appointed in consultation with the regional pharmaceutical advisory committee.

Views of industrial pharmacists would be obtained by the Society's regional committees and conveyed to the new committees by the Society's nominees.

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Earex for earwax problems.

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- ★ From genuine King whole roots, 100% Korean.
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OUTERS 10 x 36 COST £15.00 PLUS VAT

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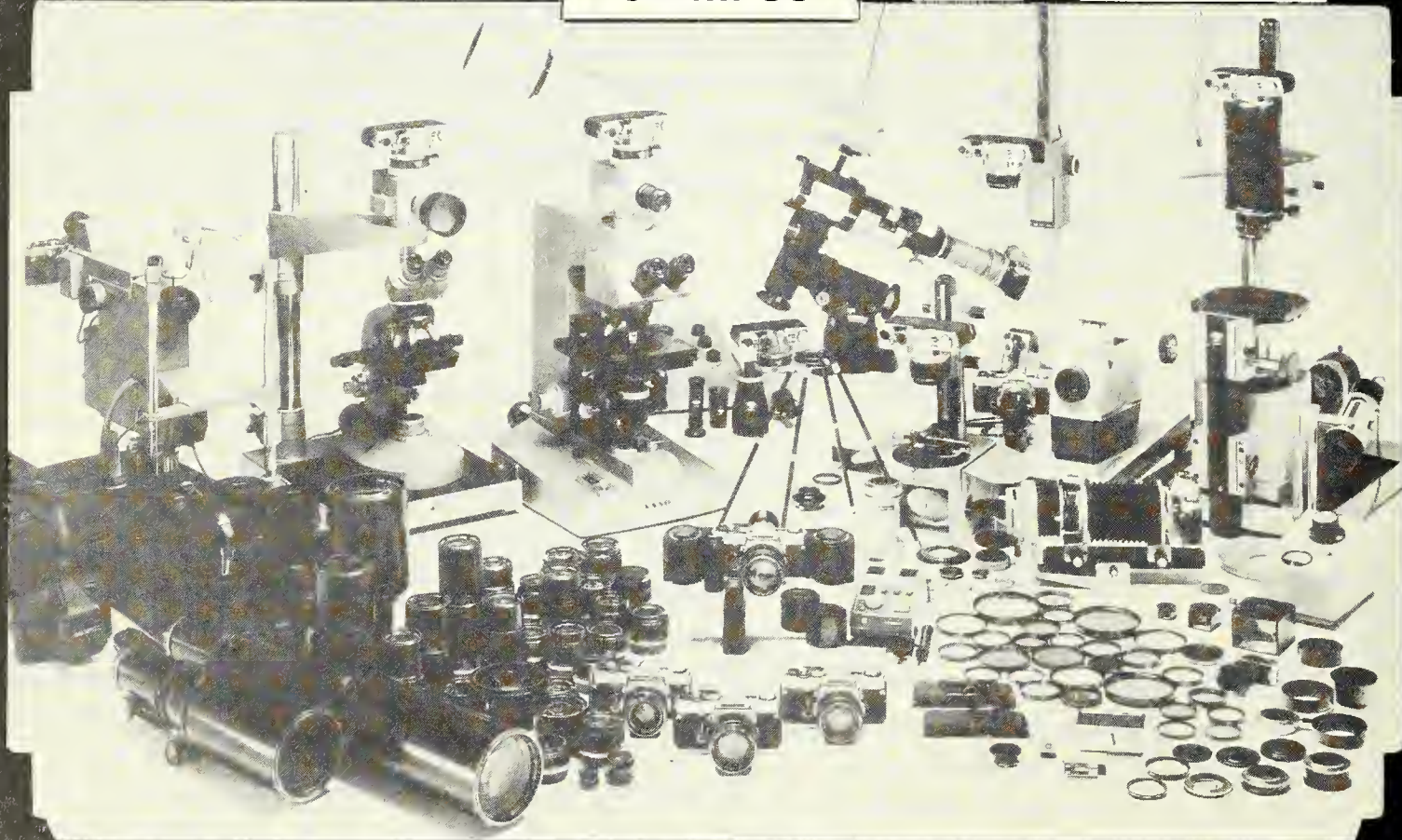
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PSGB Council

Help for disabled

Continued from p589

Facilities offered by pharmacists for disabled persons are to be included in the topics covered by a handbook for disabled persons which is being prepared by a Department of Health employee. Council agreed that the handbook should state that GP pharmacists were prepared to serve disabled persons in their vehicle on the roadside outside the pharmacy and, in certain cases, to deliver to them, and that it should make reference to the rota and oxygen services.

Council gave preliminary consideration to a discussion document on the establishment of part-time pharmacies. Concern was expressed that a proliferation of part-time pharmacies could affect the viability of existing pharmacies. It was decided that further discussions should be held with the National Pharmaceutical Association and the Pharmaceutical Services Negotiating Committee.

It was reported to the Practice Committee that the Department of Health had indicated that it supported the Society's requests for the automatic distribution of kidney donor scheme cards to pharmacies. It was proposed to distribute to each pharmacy under NHS contract 100 donor cards and a display dispenser. The Committee noted that the Scottish Home and Health Department was not proposing such distribution, although it considered pharmacies to be suitable outlets, and that that matter was being taken up by the Society's Scottish Department.

It was reported to the Practice Committee that the Department of Health had asked the Society if it wished to participate in discussions with other interested bodies on providing information to patients about prescribed medicines. It was agreed that the Department should be informed that the Society must be involved.

Comments on ABPI code

The Society has received for consideration a draft revision of the Association of the British Pharmaceutical Industry Code of Practice and has made a number of minor comments on it.

The Practice Committee agreed with a recent recommendation by the Secretary of State that observers from community health councils should be allowed to attend meetings of Family Practitioner Committees except when such matters as service committee reports were discussed.

The Department of Health is to be informed that the Society has no com-

ments to make on its draft model licence for health centre pharmacies. Comments were made during the early stages; final approval was withheld pending approval by the Pharmaceutical Services Negotiating Committee.

W.B. Pharmaceuticals Ltd is to be informed that the Society welcomes its decision to discontinue its "mystery shopper campaign" and that the Council would have no objection to such a campaign for a product other than a medicinal product. The company's decision was made as a result of the Society's comments on its Uvistat marketing campaign which had led to complaints by pharmacists.

The Ethics Committee recommended that two complaints should be made to the Statutory Committee. The first concerned a pharmacy company which had been the subject of a newspaper feature in which reference had been made to the dispensary and handling of prescriptions, and which had included a photograph and biographical details of the pharmacist manager. The second concerned excessive sales of codeine linctus from a pharmacy.

The Society is to inform the Committee on Safety of Medicines that it considers that oral preparations containing clioquinol for use in the mouth in the treatment of mouth ulcers should not be clas-

sified as oral products for the purpose of control as "prescription only" medicines.

The weekly charge to guests at Birdsgrove House will be increased from £11.50 to £13, from January 1, 1978, on the recommendation of the Finance and General Purposes Committee. The Committee was told that costs had risen by about 15 per cent during the past year.

A working group is to be set up by the Hospital Pharmacists Group Committee to study the implementation of the Misuse of Drugs Regulations in hospitals, and in particular, document HC(77)16.

The Hospital Pharmacists Group Committee considered a Department consultation document on the setting up of a "supply board" working group. The working group would examine arrangements for procuring NHS supplies (excluding drugs and other items supplied under the family practitioner services) and recommend ways of making better use of resources by means of a supply board.

The Committee recommended, and the Council agreed, that the Department should be informed that the setting up of a supply board would not solve the problem of cutting down NHS drug expenses. However, if the Department went ahead, the Committee felt that pharmacists should be represented at board level.

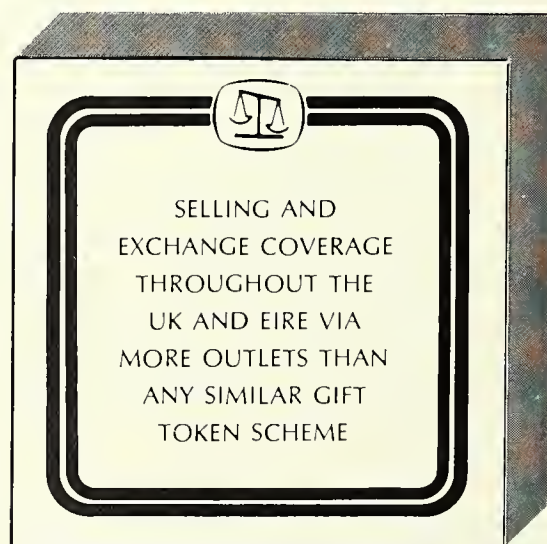
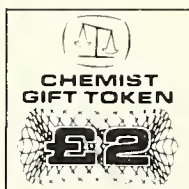
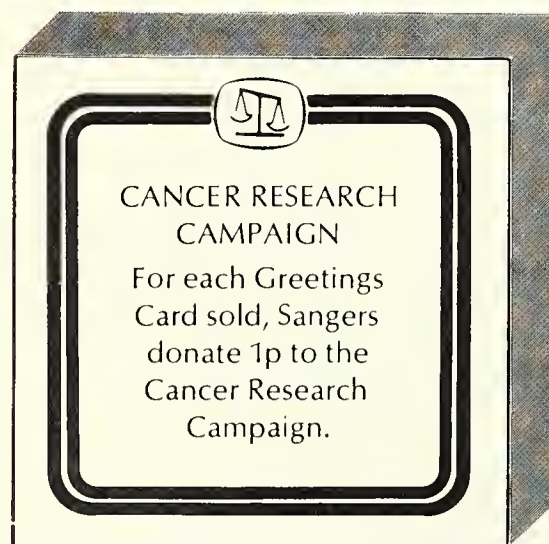
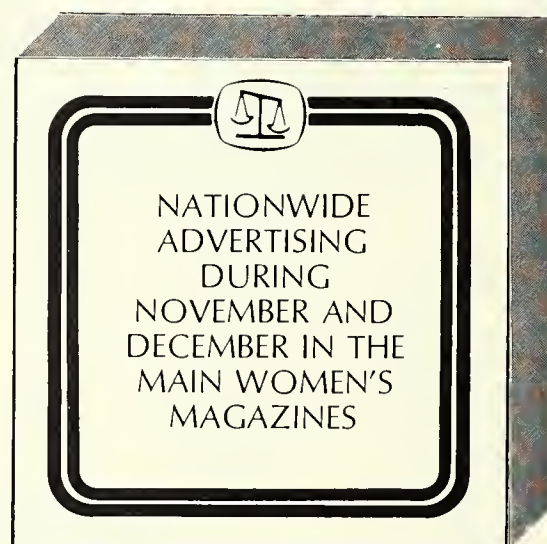
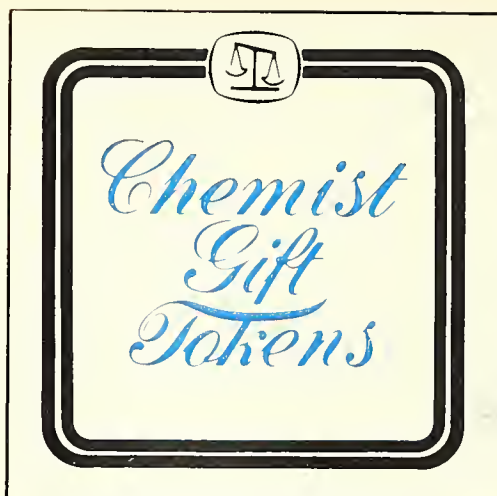
Blood pressure screening

The general practice subcommittee studied plans which had been received from Merck Sharpe & Dohme for a pilot study of hypertension screening by general practice pharmacists. The subcommittee recommended, and the Council agreed, that the company should be asked if it had contacted the British Medical Association, and, if not, its permission should be sought for the Society to provide the BMA with details of the proposals. It was also recommended that Merck Sharpe & Dohme should be asked not to proceed in involving pharmacists in its scheme, pending the outcome of current discussions with the BMA, and that the BMA should be informed that the subject of screening for hypertension was to be included in the agenda of the meeting to be held between the BMA and the Society on October 27.

Mr Bloomfield said that about 20 pharmacists had been contacted near the Merck Sharpe & Dohme factory, and asked if they would participate. If so, they had been asked to contact their own local medical practitioners to see whether the latter were willing partners because the scheme could not go forward unless there was agreement between pharmacists and GPs. So far 11 had been willing to enter the scheme and had secured the support of local doctors' but the chairman of the BMA's board of science and the chairman of the General Medical Services Committee had been disturbed about the scheme.

Mr Bloomfield's concern was that Council was dealing with a theoretical matter because nobody could, without some practical intervention, find out whether such a pilot scheme was workable. Therefore, he opposed the Committee's original recommendation, namely, that MSD be asked not to proceed pending the outcome of current discussions with the BMA. He feared that the answer from the BMA might be "no", in which case the scheme would be killed at the outset. He moved that the word "not", and all the words after "scheme", be deleted, so that the recommendation read: "... MSD be asked to proceed in involving pharmacists in its scheme."

Mr Kerr said such screening could only increase the doctor's workload. People would be referred back to the GP when they had no clinical indication of hypertension and in no way would the BMA ever agree. It would not be to pharmacists' credit if they took over a technician's job. Pharmacists could do the testing. All the other problems were medical. Dr Adamson could tell the Council that there was no set standard of safety or treatment. The only people who would benefit from the exercise would be those who wanted to sell the tablets that were supposed to cure the condition. Dr Nicholson thought it might be useful as a small pilot scheme but doubted if it would go much further. Mr Bannerman hoped common sense would prevail and that the right parameters would be used. The motion was carried.



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Signs for cautious optimism in cosmetics and toiletries

The latest issue of the Cosmetics and Toiletry Preparations Review sees signs for cautious optimism within the trade. The market figures for the first quarter of 1977 suggest that the recessionary trend levelled off in the July-September 1976 quarter and that whilst demand in "real" terms was still down on year-ago levels the extent to which it is down is diminishing. There was, in fact, a marginal "real" term growth of 0.7 per cent in sales to the trade according to the figures published by the Department of Industry and reviewed by John Hogston Associates Ltd.

The first quarter of 1977 is summarised as follows. The last report showed that 1976 was a year when, for the first time, demand for cosmetics and toiletries in the UK lost its traditional buoyancy and suffered a decline in "real" terms. The January-March 1977 period was characterised by a return of inflationary pressures. The retail price index (all items) reached 175.8 and its rate of increase showed inflation to be running at an annual rate of a little over 19 per cent. For cosmetics and toiletries it is estimated that the rate was about 24 per cent. Against this background sales to the trade for the quarter, at £92¼m at msp were remarkably buoyant. Compared with the level reached in the same period in 1976 the increase was 15.8 per cent. On the other hand compared with the year-ago level prices increased by 15.1 per cent, accounting for the marginal "real" term growth of 0.7 per cent in sales to the trade.

Decline in demand

For the 12-month period to March 31, 1977, sales of cosmetics and toiletries were £391¾m at msp. At this level the year-on-year increase was 12.7 per cent and over the same period prices went up on average by 14.5 per cent implying that in "real" terms demand declined by almost 2 per cent.

It is felt that the decline in consumer purchases—the trading down because of

inflationary pressures—reached its lowest point in the third quarter of 1976 and that now although there is still a decline, its rate is lessening.

The increase in advertising expenditure on Press and television in the 12 months to March 1977 was 14 per cent, and it is felt that this spend marginally exceeded increases in time and space rates.

The report finds that the rate of increase of the retail prices index has slowed down and that inventory levels have started to improve. The compilers, add, however

Micro-organisms can be patented, rules US court

According to a report in *The Guardian*, the Court of Customs and Patent Appeals in the USA has ruled that Upjohn Co can patent the micro-organism used to produce the antibiotic lincomycin. Prior to this decision, the only forms of life that could be patented were certain plants and seeds that fall under the Federal Plant Patent Act, 1930.

The court rejected the argument that since micro-organisms are alive they cannot conform to the patent law categories. Instead it was considered that since micro-organisms have come to be important tools in the chemical and pharmaceutical industries, there is no reason to deprive them or their "creator or owner of the protection and advantages of the patent system."

The court called "far-fetched" fears that the ruling could open up patent attempts for new and useful species of plants, animals and insects created by man, but the ruling did not totally exclude such patents.

Crime prevention award

A crime prevention incentive award scheme has been launched, catering for retailers with as few staff as 12 and costing from £5 per week.

R. Sculthorp & Co Ltd, the motivation and incentive gifts members of the indus-

trial gifts group, IGL House, 177 The Vale, Acton, London W3, say that once set up, the schemes require no administration by the retailer. Sculthorp provide a total package including branded, guaranteed gifts, literature, merchandise order forms and, where required, presentations to the workforce.

Each member of the staff is allocated a pre-set number of points to qualify for the selected gift at the outset of the promotion. Qualifying points are directly related to till takings over a three, four, six or 12-month period, with special points boost for shoplifting detection. According to Sculthorp, the scheme stimulates greater staff vigilance, greater sales effort, boosts individual sales performance and provides a novel means of bonusing effort.

This is the first time John Hogston Associates Ltd (temporary address, Talbot Advertising, 44 Fleet Street, London EC4), have prepared this review which has been in existence since 1974. Previously it was compiled by the Communications & Marketing Partnership with which John Hogston was associated.

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77,000 bottles collected in three weeks

Oxford's first consignment of "bottle bank" glass (C&D, September 3, p301) amounted to 18 ton or 63,000 bottles and jars although 77,000 containers were collected in three weeks. Rockware Glass Ltd, Knottingley, is buying all the glass from Oxford for recycling. The scheme, introduced in pilot areas but expected to be introduced nationally next year, encourages the public to leave waste glass in specially provided skips placed in sites such as car parks and shopping precincts.



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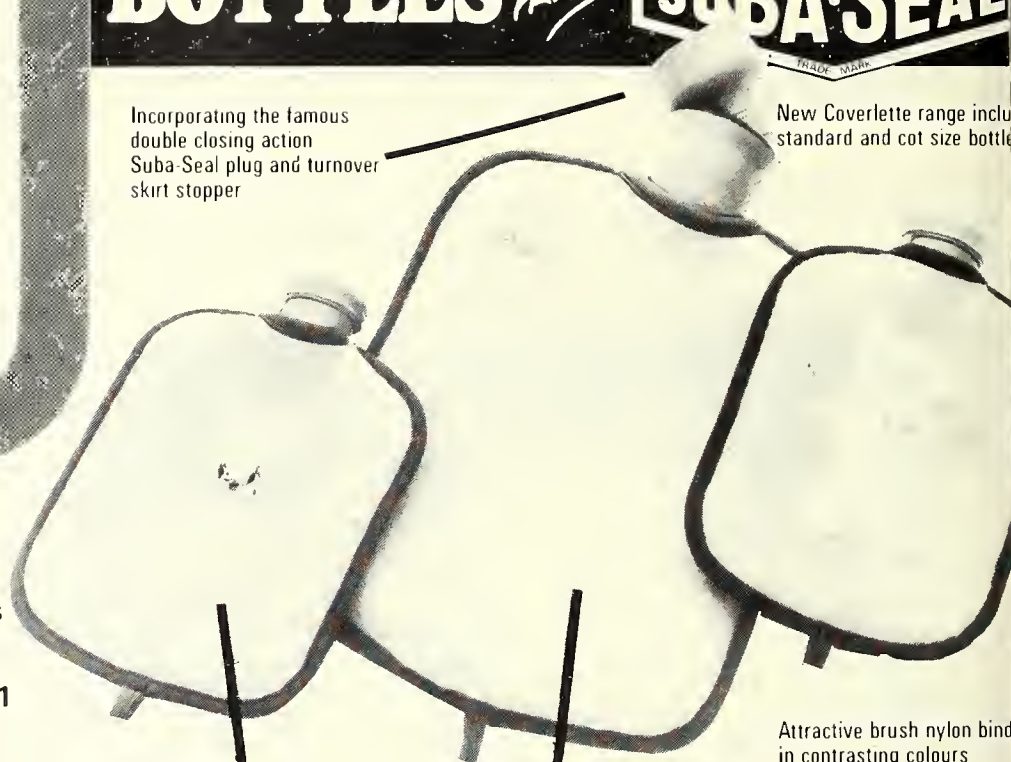
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15 October 1977

Company News

Glaxo sales and profit increase 17 per cent

Group sales of Glaxo Holdings Ltd, excluding wholesaling, in the year to June 30 amounted to £375m, an increase of 17.5 per cent over the previous year. Wholesaling sales by Vestric Ltd increased to £127m from £106m. UK sales rose by 20 per cent and sales in markets overseas by 17 per cent. The trading profit of £85.1m was up 14 per cent, and the pre-tax profit at £87m was 17.7 per cent above the previous figure of £74m.

The company states that this year changes in foreign exchange rates had no significant effect, whereas last year movements in exchange rates made a big contribution to profits, particularly in the second half of the financial year. As a result the second half provided over 62 per cent of the profit for the full year, but this year there was a more normal pattern with the second half providing 55 per cent of the total.

Wellcome to expand exports

A new export division responsible for all activities in the middle east, west Africa, eastern Europe and south-east Asia has been formed by the Wellcome Foundation Ltd. The general manager of the division is Mr Keith Merrifield, formerly manager of the middle-east and west-Africa Zone, whose new task will be to stimulate sales and speed delivery principally in those territories where the Group does not have a manufacturing presence.

Production outside the UK and world sales, except in territories covered by the export division, have been re-grouped in three regions, each administered by an operations director.

US naproxen sales recover

Dr Albert Bowers, president of Syntex Corporation, reports that in the year to July 31 sales of human pharmaceutical products showed a \$24m gain compared with the previous fiscal year. World-wide sales of naproxen increased by \$20m reaching almost \$60m, and an application for the marketing of naproxen in Japan is moving through regulatory channels in a "satisfactory" manner.

Naproxen sales in the USA have recovered, Dr Bowers said, from the time earlier in the year when there was considerable adverse publicity from Senate hearings and there was a Food and Drug Administration proposal to withdraw approval of the drug because of alleged deficiencies in one rat test. "Unless there

is an unfavourable resolution of the FDA matter, naproxen should experience further sales growth in the USA and elsewhere," commented Dr Bowers.

The company was recently awarded a new contract by the US Agency for International Development for additional oral contraceptives worth \$14.6m for delivery in the year from April 1978. In the current year it is planned to invest \$30m in research and development, and several new drug applications are expected to be filed with the FDA in the next year.

Guinness Peat Group profit up 58 per cent

The pre-tax profit of Guinness Peat Group Ltd in the year to April 30 was well in excess of £10m for the first time, and the attributable profit after taxation increased by 58 per cent. Subsidiary companies of the group contributing to this result in the chemicals field were Arinor Ltd, Cheminter AG (Switzerland), International Enzymes Ltd, LPC Chemicals & Dyes Ltd, New Era Laboratories Ltd, Chas. Page & Co Ltd, Regent Laboratories Ltd and Société des Produits Chimiques SEIA—St Eutrope SA (France).

The chairman, Lord Kissin, reports that the group's operations have continued to develop satisfactorily and that effort is now being particularly directed toward the development of the projects division. The group is extending its trading activities into new operational areas and increasing the range of commodities involved, this policy being constantly pursued wherever opportunities for expansion present themselves.

Turning to the current year, Lord Kissin says that results for the group to date are ahead of those for the comparable period of the previous twelve months.

Briefly

Vetem SpA, a new company in the Montedison group, combines the activities of Carlo Erba and Pharmitalia in the veterinary field. It will pay particular attention to foreign markets. The chairman is Dr Sferza and the managing director Professor Salteri.

Federated Chemical Holdings Ltd are reducing their involvement in manufacturing operations and, as a result, the position of deputy chairman and chief executive held by Mr L. R. Dowsett is being terminated. Mr Dowsett has relinquished his directorship and all other responsibilities within the group.

Ivers-Lee (Great Britain) Ltd, manufacturers of Sealtite and Sealcroft strip packing and form-fill-seal machinery, have acquired the business of A. J. Manning Ltd, who manufacture ampoule washing and filling machines and volumetric liquid measuring and filling pumps. Mr A. J. Manning will remain as consultant design engineer.

Appointments

New Era Laboratories: Mr Peter Rule has been appointed marketing manager.

Wyeth Laboratories: Mrs Madeleine Hay has been appointed advertising manager.

Derrydown Disposables Ltd: Mrs Pat Knapman and Mr Alan Planty have been appointed to the board.

Max Factor Ltd: Mr Mike Martin has been appointed deputy managing director and director of marketing.

Eylure Ltd: Mr John Savill, BA, has been appointed export director. He joined the company in 1970 and in 1972 became responsible for the overseas markets for Eylure and the French Almond range.

Merck, Sharp & Dohme Ltd: Dr J. A. Slater has been appointed clinical research physician. He was formerly in general practice in Blackburn, and took part in a post-marketing surveillance for the company.

Allied Pharmaceutical Distributors: Mr R. J. Power, FPSI, who has been chairman since the company was founded in 1972, is now a full-time executive, having disposed of his community pharmacy in Newtownmountkennedy, Co Wicklow. He qualified as a pharmacist in 1947, was president of the Pharmaceutical Society of Ireland 1970/72, and became a Fellow of the Society in 1973.

Bowater-Scott Corporation Ltd: For the first time, Bowater-Scott are selling directly to all chemists through the joint venture with Molnlycke. The new chemists sales force will be headed by Mr Les Thomas, field sales manager; Mr Thomas worked as general sales manager for Molnlycke UK. The new market manager is Mr Sune Hemberg, who worked in Molnlycke's consumer marketing division in Gothenberg before coming to Britain. Product manager is Mike Corzberg, who previously worked in this capacity with Molnlycke UK.



Mr Les Thomas

Market News

Dull trading continues

London, October 12: Trading in all sectors of the market was again at a low ebb during the past week and most prices were scarcely tested.

Among spices white pepper was up £15 ton in both positions but black was unaltered. Cloves were easier but quotations are still considered high. Despite little inquiry most botanicals were firm and a number were dearer. Among the latter were all the balsams, buchu, cherry bark, belladonna leaf, hydrastis, kola nuts, styrax, and witchhazel leaves. Against the trend were benzoin and Russian liquorice root. Holders of Chinese menthol shaded their offers in view of the Canton fair which opens next week.

No important movements in pharmaceutical chemical prices were reported during the week.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50; 80 per cent grade, pure £240.50; technical £224.50.
Acetone: £262 to £266 metric ton as to grade for 30-drum lots.
Adrenaline: (per g) 1-kg lots base £0.25; acid tartrate £0.20.
Alain: 50 kg lots £17 kg.
Aluminium chloride: Pure 50 kg lots £0.9436 kg.
Aspirin: 10-ton lots £1.31 kg; 1-ton £1.39.
Benzoic acid: BP in 500-kg lots, £0.721 kg.
Bismuth salts: £ per kg

	50-kg	250-kg
carbonate	10.46	10.41
salicylate	8.70	—
subgallate	9.24	—
subnitrate	9.47	9.40

Borax: EP grades, 2-4 ton lots per metric ton in paper bags, delivered—granular £199; powder £217; extra fine powder £227.

Boric acid: EP grades per metric ton in 2-4 ton lots for British material—granular £255; crystals £342; powder £277.

Chloroform: BP £423 to £445 per metric ton according to drum size. In 2-litre bottle £2.48 each; 500-ml bottle £1.00 each.

Citric acid: BP granular hydrous per metric ton single deliveries, hydrous £704; anhydrous £757, five-ton contracts £702 and £784 respectively. Crystalline £171.17 and £170.17 respectively.

Ether: Anaesthetic: BP 2-litre bottle £2.88 each; 1-ton lots in drums from £1.39 in 18-kg drums to £1.25 kg in 130-kg. Solvent, BP from £1,072 metric ton in 16-kg drums to £959 in 130-kg.

Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £295.50; 85 per cent £247.50.

Glucose: (Per metric ton in 10-ton lots)—monohydrate £195; anhydrous £445; liquid 43° Baumé £200 (5-drum lots); naked 14-tons £160 ton.

Glycerin: In 250-kg returnable drums £613 metric ton in 5-ton lots.

Hypophosphorous acid: (Per metric ton in 50-kg lots) Pure 50 per cent £3,459.70; BPC (30 per cent) £2,714.50.

Lactic acid: BP 88/90% £1.80 kg in 70-kg drum.
Mercury: BPC redistilled £7.10 kg in kg lots.

Mercurials: Per kg in 50-kg lots; ammoniated £7.48; oxide—red £8.82 and yellow £8.54; perchloride £6.14; subchloride £7.82, iodide £8.10.
Mersalyl: Acid £30.50 kg in 10-kg lots.
Oxalic acid: Recrystallised £1.31 kg for 50-kg lots.
Phosphoric acid: BP sg 1.750 £0.4313 kg in 30 drum lots minimum.
Salicylic acid: 5-ton lot £1.06 kg; 1 ton £1.07.
Sulphamethizole: £8.26 kg in 1,000-kg lots.
Tartaric acid: £770 metric ton.

Crude drugs

Aloes: Cape £1,300 ton spot; £1,280, cif. Curacao £2,500, cif.

Balsams: (kg) **Canda:** firmer at £11.65 spot; £11.55 cif. **Copaiba:** £2.20 spot; £2 cif. **Peru:** £6.15 spot; £6.05, cif. **Tolu:** £4.30 spot.

Belladonna: (metric ton) Leaves £2.10 kg spot; £2 cif. Herb and root. No offers.

Benzoin: Block 108 cwt spot; £107, cif.

Buchu: Rounds £2.30 kg spot; £2.10, cif.

Cherry bark: spot £790 metric ton; £7.60, cif. new crop.

Cinnamon: (cif) Seychelles bark £460 metric ton, Ceylon quills 4 o's £0.81 lb; featherings £370 metric ton.

Cloves: Madagascar or Comores £4,050 metric ton, cif.

Cochineal: Peruvian Silver grey £14 kg spot.

Dandelion: New crop for shipment £1.45 kg cif.

Ginger: Cochin current crop £1.350 ton, cif; new crop, Jan-Feb shipment £1,040, cif; Jamaican withdrawn; Nigerian split £1,250 spot; peeled £1,440, cif.

Honey: (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £695; medium £668; Canadian £820; Mexican £642.

Hydrastis: (kg) £9.65 spot; £9.50, cif.

Ipecacuanha: (kg) Costa Rica £9, cif, nominal.

Kola nuts: £350 metric ton, cif, nominal.

Liquorice root: Chinese £400 metric ton cif. Russian £340 spot. Block juice £1.60 per kg spot; £1.50 cif, Chinese £1.65; Iranian spray dried £1.65.

Mace: Grenada unsorted £2,150 ton, fob.

Menthol: (kg) Brazilian £10 spot and cif. Chinese £10.25 in bond; £10.25, cif.

Nutmeg: (per ton, fob) Grenada 80's £1,650. unsorted £1,490; defectives £1,250.

Nux Vomica: No spot; forward £250 metric ton, cif.

Pepper: (ton) Sarawak black £1,440 spot; £1,320, cif. White £1,955 spot; £1,835 cif.

Sarsaparilla: Mexican £1,720 metric ton spot; £1,700, cif. Jamaican £1,780 spot; £1,750, cif.

Seeds: (metric ton, cif) **Anise:** China star steady at £8.40. **Caraway:** Dutch £1,050. **Celery:** Indian £830. **Codiander:** Moroccan £775 (Oct-Nov); Indian £550. **Cumin:** Egyptian £1,030; Turkish £1,040. **Dill:** £180. **Maw:** £600.

Senna: (kg) Alexandra pods, hp, upwards of £2.00, manufacturing £0.65. Tinnevely leaves faq No 3, faq pods £0.27, hp £0.40.

Senega: (kg) Canadian old crop £13.40 spot; new crop £13, cif.

Squill: Italian new crop £650 metric ton, cif. Indian £240, cif.

Styrax: Turkish natural £4.30 kg spot, £4.20, cif.

Witchhazel leaves: Spot £2.25 kg; £2.10, cif.

Essential and expressed oils

Anise: (kg) Spot £7; shipment £6.75, cif.

Buchu: South African £140 per kg spot; English distilled £160.

Camphor white: £0.95 kg spot and cif.

Caraway: Imported £22 kg spot.

Cardamom: English-distilled £375 kg.

Cassia: No offers of imported, spot or forward. English distilled from bark £120 kg.

Citronella: Ceylon £1.35, kg spot; £1.35, cif. Chinese £2.25 spot, £2.35 cif.

Clove: Madagascar leaf, £2.40 kg spot; £2.50, cif. English-distilled £48-£50 nominal.

Eucalyptus: Chinese £2 kg spot and cif.

Fennel: Spanish sweet £9 kg spot.

Geranium: (kg, cif) Bourbon £50. Chinese £27.50

Ginger: £85-£88 kg spot.

Lemongrass: Cochin £4.50 kg spot; and cif.

Olive: Spanish £1,300 per metric ton in 200-kg drums ex-wharf; Mediterranean/Italian origin £1,310; Tunisian not offering.

Orange: Florida £0.65 kg; Brazilian £0.45.

Palmarosa: No spot offers; £7.40 kg, cif nominal.

Peppermint: (kg) Arvensis—Brazilian £5.35 spot; £5.30, cif. Chinese £5.10 spot; £5, cif. Piperata, American Far-West from £25, cif.

Spearmint: (kg) American Far-West £16. Chinese spot £13, shipment £12.50, cif, nominal.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Letters

BPC's 'wonderful guests'

May we, through the courtesy of your columns, thank the delegates who have contacted us by letter or by telephone to express their appreciation of the organisation of the Sheffield British Pharmaceutical Conference.

We were pleased to have been hosts to such wonderful guests.

W. F. Patterson

Secretary local committee
144 Derbyshire Lane, Sheffield

Coming events

Sunday, October 16

Plymouth Branch, Pharmaceutical Society, Stoke Damerel church, at 10.50 am. Civic service.

Tuesday, October 18

Bromley Branch, Pharmaceutical Society, Nurses' education centre, Farnborough hospital, at 8 pm. Mr G. Hartley on "Whisky". (Long John International Ltd) followed by wine and cheese party.

Derbyshire Branch, National Pharmaceutical Association, Clarendon Hotel, Midland Road, Derby, at 7.45 pm. Speaker, Mr T. P. Astill (deputy secretary, NPA).
Leeds Branch, Pharmaceutical Society, Golden Lion hotel, at 8 pm. Talk by Miss M. Tomison (head of Society's publicity) on "Pharmacy and its image".

London Branch, Guild of Hospital Pharmacists' section ASTMS, Wellcome building, 183 Euston Road, London NW1, at 7 pm. Business meeting followed by Professor A. N. Davison (professor of neurochemistry, institute of neurology) on "Neurotransmitters in health and disease". (Speaker changed)

Manchester Jewish Pharmacists' Association, Hilton Suite, Bury Old Road, Prestwich, at 8.30 pm. Mr J. Callaghan on "A recent visit to Japan".

Sunderland Branch, Pharmaceutical Society, Roker Hotel, Sunderland, at 7.30 pm. Annual dinner meeting. Guest speaker, Mr D. E. H. Robson.

Thursday, October 20

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Queen's Hotel, Dundee, at 7.30 pm. Professor J. S. Beck on "Immunology".

Liverpool Branch, Pharmaceutical Society, Newton room, Shaftesbury Hotel, Mount Pleasant, Liverpool, at 7.15 pm. Buffet followed by Mr A. James (environmental adviser Glaxo Group) on "Keeping an eye on the environment". Meeting sponsored by Evans Medical Ltd, Liverpool.

Northern Scottish Branch, Pharmaceutical Society, Postgraduate medical centre, Raigmore Hospital, Inverness at 7.45 pm. Professor J. Crossland (professor of pharmacology, University of Nottingham) on "Drugs, charm, and mighty magic".

Friday, October 21

Harrow and Hillingdon Branch, Pharmaceutical Society, Glaxo sports and social club. Bam dance.
Scottish Department, Pharmaceutical Society, 36 York Place, Edinburgh, at 7.45 pm. Annual wine and cheese social evening.

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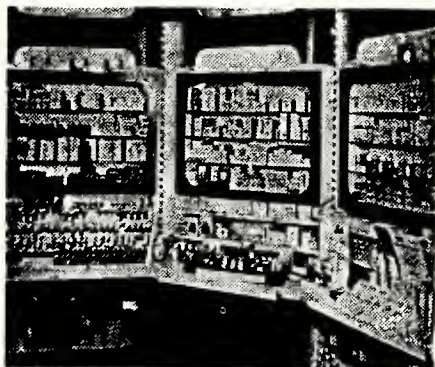
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Pulmo Bailly: it even tastes like it's doing some good.

Pulmo Bailly is not like other cough remedies.

For a start, its formulation is so strong that it needs to be diluted with water.

It's a Part 1 medicine so it can only be sold through chemists and cannot be displayed within easy reach of customers.

Finally, Pulmo Bailly has a really strong taste. Children won't take to the flavour. For that matter, neither will many adults.

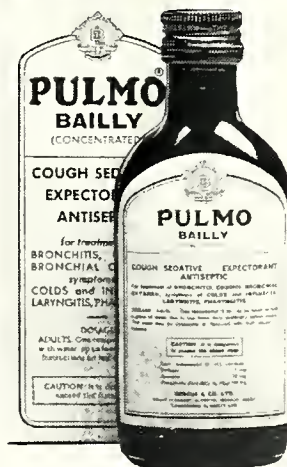
Despite all these disadvantages, thousands of people take Pulmo Bailly for their cough.

Perhaps they think that anything that tastes so bad must be doing them good.

Pulmo Bailly's medically-approved formula contains Codeine to soothe the cough reflex from the brain and Guaiacol to loosen phlegm.

So stock and recommend Pulmo Bailly.

It's the adult remedy for the adult cough.



Pulmo Bailly

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